Out of Sweden comes the bastard child of Mondo 2000 and Soldier of Fortune. We live in...

# INTERESTINGTIMES

Survive and thrive

Issue #5, August 2010

# Theme issue: Becoming Ferriss!

## Lifestyle design | Business 2.0 | Dreamline tactics




### Lifestyle design from the survival perspective: an interview with Jack Spirko

### The Hank Rearden of Scandinavia: interview with Morten Lund

### The Ferrispunk manifesto: the 42 immutable tenets of modern leverage

### American Dream 2.0: or how we slipped through the cracks and found Utopia

But wait!!! There's more! Order now and learn how to: Hack lifestyle design • Sell info products in China • Become a billionaire • Pick up chicks with the 8 circuit model • Write songs the 4HWW way • Run a magazine • Reverse-engineer the mind of Tim Ferriss • Become a mad inventor • Become irresistible to women • Network awesomely • Live the life of a treasure hunter • And much more!



# happy birthday tim ferriss!

## Hey dude!

Recently on your blog you wrote that one the best birthday presents[1] for you, just after half-naked chicks, is someone doing something nice for you. Well, that is exactly what we decided to do earlier this year. This magazine is our gift to you and the result of months of semi-gruelling toil under the bleak skies of socialist Sweden.

The plan was born sometime in early 2010. Our editor gets a lot of weird ideas late at night and this was one of the better ones: to try to get the attention of Timothy Ferriss, author of best-selling self-help book "The 4 Hour Work Week", by creating a special magazine just for him! To ride the fine line between sucking up and being a psycho stalker, in order to accomplish a precisely defined social networking objective. This appealed greatly to our twisted sensibilities and so things were set in motion under the expert managerial gaze of A.H.A.

**The magazine** would be done in the tradition of the *festschrift* where multiple writers get together and write essays in homage of an honored colleague. While working on it, our vision crystallized itself and we found ways to inject the gospel of Ferriss into many different subject domains, showing the awesome power of the 4HWW philosophy. This was a journey of self-discovery and many new concepts were unearthed in the process. Much XP was gained and many skills uplevelled. A.H.A., who had read *The 4 Hour Work Week* many moons past, found a renewed passion for the book as he de-constructed it and drilled down to its fundamental laws, strategems and principles, uncovering something much greater than what many see as just a sleazy self-help book bursting with snake-oil and grease.

**But why** we did we choose you? Why not some other person with much more power and wealth? That's something we've asked ourselves many times over these past months. We're not sure we know the answer yet, but sometimes you just have to go with your gut. Or at least rationalize a bunch of fancy words and lengthy essays to make whatever you're doing seem more serious and respectable.

Think of this as an experiment in marketing: exactly how do two nobodies in Sweden with nothing to their names manage to get on the radar of an internationally acclaimed writer and all-around bad-ass, and do so without spending a single dollar? Is it even possible?

**This is how** we did it, or at least tried. In hindsight, we could have done it a hell of a lot easier. But it was totally worth it. We gained so much that at this point getting Timmy's contact info would just be extra gravy on top. But, dude, if you do like us, then know that we are here for you and you can always drop us a line at info@interestingtimes-magazine.com

Cheers,
A.H.A & Imoto

[1] http://www.fourhourworkweek.com/blog/2010/07/22/waiting-for-superman/

# about

Interesting Times is a self-help magazine for extreme people, helping you survive and thrive in the cyberpunk future of today. Headquartered in Sweden, the magazine provides a unique perspective on the current age of possibility, where every new happening holds the potential for both disaster and groundbreaking success.
The magazine aims to implement total world domination using a shock & awe toolbox of positive thinking, power armor and pornstar girlfriends, edifying the reader with an eclectic mix of interesting subjects including lifestyle design, preparations for the post-apocalypse, and the pursuit of superhuman fitness through batmanesque bodyhacking. Building better bad-asses is our main objective and we aim to please.
The suck stops here!

## Interesting Times, 0-day lifehacks since 2009!

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# CHAOTIC NEUTRAL: AHA'S

# American

## or how we slipped through the cracks and found

**We are currently living in milk & honey Utopia. We are also deep in the direst Dystopia. Huh? How is this possible, you ask? Well, you can blame postmodernism for that. There is no unified metaphysical Zeitgeist anymore. The world is a hopscotch patchwork of them. The Matrix was deactivated at some point in the late 80s or thereabouts, and now everyone is changing their metanarratives as often as their panties. While there are a few monolithic bubble-realms left (Sweden and North Korea come to mind) where a person can still depend on good old 99.9% *Unigeist* uptime, this is not likely to last.**




I'm inclined to call this *Adventopia*, for adventure is at once perilous and full of promise. We, the protagonists, currently find ourselves rocketing down the Devil's mineshaft as cruel villains play bullseye with our asses and moaning boulders foretell pessimistic futures. We are optimists through-and-through, though, ever looking for that happy Hollywood ending or at least hoping that no one will get their heart ripped out of their chest (literally or metaphorically).

Some people argue over whether the universe is inherently malevolent, belevolent or just doesn't give a (steel) rat's ass. I'd argue that it's more like chicks: it depends on the time of the month, and you'll run into all of them at some point. That's what you get for being born in interesting times. Let's get premenstrual first, shall we?

Old school sci-fi believed tech would ennoble and liberate humanity. Cyberpunk holds to a more... cynical view. Uplifting H. Fuckwit Sapiens does not work. We get the same old Pliocene territorial monkeys, only now far more empowered to act like stupid animals. The cyberpunk ethos seems fitting – high tech meets low times.

**And what would you** call these times other than cyberpunk? We're not in the Good Old Days when there was still stuff to believe in and technology was wholesome and fun, not the constant lovecraftian horror it is today. And we're definitely not living in the Future, you know the whole shiny trekkie-land thing with starships and justice for all. Not really. We're living in whatever the hell it is you get when you put the hi-tech future on jenkem, brown-brown, and consumer capitalism.

While we may live in a technological schlaraffenland, our minds are still in the same old Stone Age gutter. Hedonism, power, conformity and war provide the impetus for life in the Cyberpunk 2010

MONTHLY(ISH) EDITORIAL

# dream 2.0

## Utopia by following Tim Ferriss and his jolly six-minute abs

setting. Same as it ever was. Fermented berries and lice-picking have (d)evolved into Starbucks, McDonald's, Youporn, Warcraft, and American Idol. (And American President...) There is no doubt in anyone's mind that the world moves and pulsates by base feral drives and crude brain-chemicals. But ooooh how they feel *good!* Except for possibly a rare few, humanity[1] is a rag-tag mess of raging stim-junkie gangs on a seek & destroy mission to get their hedonic freak on.

**And the leaders of Men,** our best & brightest, the power-drunk custodians of this lustrace, can best be described as a criminally insane school of piranha with an unquenchable thirst for the lifeblood of the innocent. On a path of destruction they shred everything they see, mocking their exsanguinating victims, offering them "hope and change" as they whimper and bleed out. They talk of high principle but they lie. Their civilization is a supersize Potemkin levée erected against the unknown waters and that which therein lurks. A small systemic hick-up, though, and the superficial illusion of civility is exfoliated as the shitfloods erupt in our faces. Don't zap my Sanity Points, brah...

What about conformity? Are we really still obsessed with going ludicrous lengths to fit in[2] and follow the edicts and bulls of the times, no matter how insipid and arbitrary? Aren't we all supposed to be glorious emancipated individualists now, having long since embraced enlightened Reason and clawed our way out of our longstanding cimmerian depths of collectivist circle-jerking? Pah! The consumer mainstream way of life is a weird faith-based cult just like Scientology or those Raelians, only more boring and entrenched. And political ideologies are the same old monkey in-group status-jockeying[3], only more perfidious and pervasive.

**"Become Ferriss or perish!"**




Ostrze.deviantart.com

**As for war,** we have mostly left rudimentary neolithic truncheons behind us, and are now brutalizing our simian enemies with the precise industrial application of fifty-cal armor-piercing-incendiary-explosive Raufoss rounds, monsoon showers of synthetic napalm, hulking remote-controlled unmercyful Predator terminator-drones, enigmatic HAARP doomsday machines, and the most sophisticated genocide weapon of them all: television! And it's not just our own species that gets the machete: as I scribble, terrorist oil companies are cutting Mother Nature's throat on the high seas[4].

Still primitive, still irredeemably unwilling to learn a god damned thing. But the




toys are shinier now, the torture more efficient. The stakes are higher, the folly more toxic. Hence the bit about the "cyberpunk future of today" and the importance of surviving it. To surf the Chaotic Neutral waves of destruction without getting one's survival mission sidetracked by bullshit, that is what we're all about.

**But then again,** maybe you oughtn't take my doomsayin' to heart...

After all, the thing about being of dual nature is that humans **have** the potential to go beyond the animal inside, far-fetched as it may seem today when constantly besieged and surrounded by hordes of *things* with nary a thought in their gelatinous blob heads but World of Wal-Mart, SlaveBook and McToxins. Yes, one is often tempted to spit one one's hands, hoist the black flag, and start microwaving TV-remotes. But hey, time to shift perspective and look on the bright side. After all, the world is not all eternal darkness and pure fucking misery *all* the time. Right!?

**"The cyberpunk ethos seems fitting – high tech meets low times."**

**Clichéd as it sounds,** I believe the good ol' Internetz is the key. With the advent of this, the invention that should rightly rank along the Seven Wonders of Antiquity, we are beginning to see **very** interesting leverage effects in play. If the corpolitical[5] types don't manage to lock it down first, it might just become the catalyst for something entirely new in human history, some new way of organizing things that *changes everything*. This is why I believe the concept of cyberpunk can be limiting. Old sci-fi may have been naïve, but doom&gloom cyberpunk isn't 100% spot-on either.

There **is** cause for hope and there **are** opportunities to be had, even if that might not apply to humanity as a whole. The chips-eating helots we call Western citizens may be fucked by the coming of crumbling economies, horrific invasive technology, superkillerdestroyer designer pandemics, bewitching mind control media, and ruthless blackhearted corpolitical tyrants, but the capable individual surely needn't be consigned to that fate.

## Enter ferrisspunk.

We are witnessing the unprecedented robbesian[6] *super-empowerment* of small groups of people who utilize reverse-engineering methodologies, radical dismantling of very old assumptions, and creative network leverages, as they bootstrap their own Utopias using radical DIY strategies for *surthrival*, networked tribes[7], systemic resilience, *virtual Autonomous Zones*[8] and *reality design*. This is Fifth Generation Warfare applied to society, economy and psychology. The individual becomes a King, the small group becomes a Kingdom. The State and the Megacorporations are not fought to the death, as the revolutionaries of ages past imagined it, but rather made obsolete and quaintly ridiculous through almost *automagical* processes of rapid qualitative/paradigmatic innovation, with which they simply cannot hope to keep up. The slobbering zombie masses remain held in cyberpunk thralldom while a few modern freebooters manage to pull away and ”make it”, so to speak. The powers that be fade away and you get to live in anarcho-whateveryouwant. This is ferrisspunk.

**Now, I know that** on the surface, *The Four-Hour Work Week* might read like a bunch of this-and-that-two-point-oh buzzword blaha. After all, the book does not really reference all the stuff in the above paragraph. It mostly tells you how to live on a tropical beach while minions in the Third World do all your work. I think it’s a mistake to take the contents of the book as lightly as Tim Ferriss takes, say, sportsmanship, cooking or fashion, however.

The deep kernel of the message, you see, is as old-school as anything, for it has to do with *leverage*. This concept is in the gut of every strategic philosopher worth his cheeseburger. From Gaius to Guderian, from *sarissa* to *schwerpunkt*, all great military thought has percolated down to the art of finding, acquiring and applying leverages in diverse contexts. Beneath the sleazy marketing veneer, Tim Ferriss is very much a scholar in the power-strategy tradition of a Tzu, a Machiavelli or a Clausewitz, only adapted to the cyberpunk context of today. Tim Ferriss is a way of thinking. A way of thinking especially suited to the ambiguities of our two-faced, shifty, bastard times.

**”We’re living in whatever the hell it is you get when you put the hi-tech future on jenkem, brown-brown and consumer capitalism”**

**But whence** my tasteless raving, to the point of idolatry, about yet another get-rich-quick snake oil capitalist? Surely a



hype and a con-man who overpromotes himself via shady tactics, is he not? Has he even talked about cyberpunk, ever? Can we really trust a Ferriss who believes in having *every* day off? Well, I'll leave the answers to that as an exercise for the reader.

**Here's the point, though:** Tim Ferriss, whether you like or dislike him, popularized a bunch of concepts that previously had been somewhat more, shall we say, esoteric. No, he didn't invent the concepts behind lifestyle design, virtual assistants, dreamlines, rapid learning, info-arbitrage, testing assumptions, mini-retirements, 80/20 thinking, etc. But he was the first one to put them all together and show the people the path, and he did it with much showmanship and bravado. You gotta respect that. He entered the building like a Ferrissnator, outgunning everyone with his high velocity überfirepower and putting together brilliant new schemes with his killer robot brain. He smacked the field of personal development around like a cheap toy. He was the first. At least if we believe the hype ;)

On a personal level, I had two primary sources of inspiration when the idea of this magazine was distilling in my mind. For years I had been interested in the type of topics that you typically see in Interesting Times, and I was always looking for a way to bring it all together in a cohesive picture. I knew that there was some unifying theme behind all my wacky hobbies and side projects, but I had yet to figure it out. It was around this time, back in the mists of

**"Can we really trust a Ferriss who believes in having *every* day off?"**






2007 and 2008, that I stumbled upon *Patrolling with Sean Kennedy*[9] and *The Four Hour Work Week*, providing me with my foundations of Surviving and Thriving respectively. Both of these blew me away and eventually led me to formulate a plan for a magazine which would chronicle the interesting times of the cyberpunk world and lay out a sea-chart for those hoping to navigate its treacherous straits.

**So there you have it.** The full story of how we had our eyes opened to the possibility of a new shot at that long-lost American Dream. And we intend to go after it!

**The way I see it,** Tim Ferriss is the only way forward. After all, what is the alternative? Politics is fucked and hopeless. Dying the slow sirupy death of 9-to-5 hamsterwheeling is not an option. The media wishes only to violently butthex your mind with no vaseline. The pharmaceutical megacorps dope you up with tranqs so that you may endure 12-18 years of society's sadistic potty training. Hocking your soul to the fiat bankers for lustrous baubles defines the plan that has been laid out for you and millions of others just like you. Is this really *all there is?*

**There is no escape** within passivity. Cooperation gets you a wasted life. The fine print in their hypnotic contract will see to that. Dropping out is impossible when they can *always find you*. And apathy, that all-too-human pastime, is surely no escape if they really **are** out to get you. The only realistic way to survive is to do what they say can never be done. And that is to do what **you** want to do. Become Ferriss or perish!

**[1]** Present company included of course.

**[2]** Do not mistake me for a soi-disant anti-conformist of the typical hipsterite strain, though. I don't believe in packaged rebellion. I'm a trans-conformist if anything.

**[3]** All political cliques engage in this l337ter-than-thou behavior but I find that hipster liberalism is the most obnoxious offender. Typical tells: rattling off about the latest trendy *duckspeak* McNugget of ideology (hope and change!), weaponized psy-dazzler arrays of semiotic steganography in the form of "ironic" t-shirts broadcasting cryptic pop-culture references, internal caste stratification of elites based on knowledge of obscure indie bands and the ability to fit into the skinny jeans of one's little sister. Every time you see a seemingly deranged male reifying this memeplex, take comfort in the fact that he is just a stupid monkey trying to get laid, same as you.

**[4]** http://en.wikipedia.org/wiki/Deepwater_Horizon_oil_spill

**[5]** Sean Kennedy's term for when corporations are not only in cahoots with the State, but in fact *become* it. A charming incest pantheon of *princeps civitatis* big-shots, known to us as senators, presidents, ministers, bankers, media moguls, CEOs, lobbyists, etc.

**[6]** John Robb: the Machiavelli/Locke/Montesquieu/Marx/Guevara of our century. Originator of such concepts as "resilient community", "systempunkt", "fifth generation warfare", and "super-empowerment". See his website at: http://globalguerrillas.typepad.com/

**[7]** See "Cyberpunk Tribes: from networks to phyles" in Interesting Times #4.

**[8]** Hakim Bey's Temporary Autonomous Zones as applied to cyberspace.

**[9]** See our interview with Sean Kennedy and James O'Brien in Interesting Times #2.

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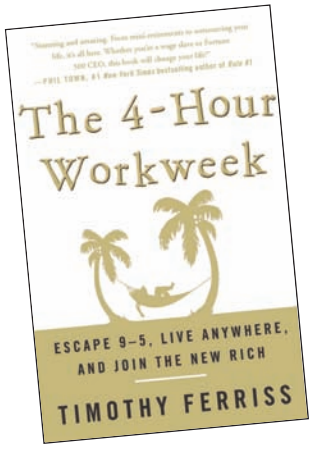
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REVIEW:

# The 4 Hour Work Week

text SteviePUA




Pages: 416
Release: December 15, 2009

**The accomplished warmonger, Donald Rumsfeld, famously commented that, 'there are unknown unknowns' – referring to information you not only don't have but that you also don't know you don't have it. At least when you realize you don't know something, you can set about trying to find it out. This is not the case with the 'unknown unknowns'. That must be the position of the majority of people when it comes to lifestyle design. They don't know it exists, they don't know what it is, and they don't know how to do it. It's an unknown unknown.**

So, what exactly is lifestyle design? For those of us who have long dreamed of quitting the rat race and creating the life we actually want, *The Four Hour Work Week* (4HWW), is a must read. In writing it, Timothy Ferriss presents us with his recipe for escaping structured nine to five work, living where you want, generating income from anywhere in the world and thereby joining the New Rich (NR) club. His appetizing menu of ideas and stories has been turned into a best selling book with an updated, expanded edition being published earlier this year. The new edition includes over one hundred extra pages of material from readers who have already implemented his ideas. I bought the book earlier this year and have been testing it out for 6 months.

The saying 'great minds think alike', seems apt when considering the process of how individuals develop new ideas. Sometimes something happens in the zeitgeist that results in people independently coming up with similar concepts and the techniques needed to implement them. As a teenager, in another area of lifestyle design – starting and developing relationships with attractive girls – I'd been doing well using a set of theories and techniques I'd developed over a number of years. Later, I found an online seduction community of similarly minded people. Communications technology allows us to meet like-minded people with whom we can share and refine ideas. The remarkable aspect was how similarly we thought and that many of our techniques worked in the same way, even if they appeared different externally.

In evolutionary development, scientists tell us that many creatures have independently evolved the eye because it so useful. Likewise, when people independently develop a set of ideas that work and convey an advantage to their user, these ideas are likely to enter the meme pool and then spread and be improved upon further once they become more widely known. Some approaches and ways of thinking, when it came to meeting girls, were the same. We had developed, and went on to refine, a set of ideas and techniques because they worked. A similar process has taken place with the 4HWW.

I was already using some of the ideas Ferriss writes about but he takes lifestyle design to a whole new level, way beyond what I'd previously imagined possible. In the evolution of the eye, a golden eagle is superior to an owl but both have eyes that work and convey advantage. One animal just flies higher and hunts way better. I had independently stumbled upon some of these ideas but Ferriss organizes and massively adds to them, turning out a clear set of instructions and practical steps for creating the lifestyle you want. By using concepts fresh from Ivy League business schools, his own life experiences, emerging technology, and the new edition's reader feedback, he creates a package of remarkable value for lifestyle design in the 21st century.

# (Expanded and Updated)

BY TIMOTHY FERRISS

The Japanese talk about a 'salary man' – someone who works long, drudging hours for a dependable wage. They use the English word in their language because it describes a useful concept in their society not readily available to them in Japanese. Likewise, they take from English the term a 'self-made man', because they did not have an efficient way of describing the type of person who is an entrepreneur and lifts himself up by his own ingenuity to become rich. Ferris and his 4HWW concepts sit clearly on the 'self-made man' end of this scale, with the vast majority of the working world as 'salary-men' at the other end, doing work they do not especially enjoy, tied to one environment and hoping to get rich as a result of the many hours they spend working. The world-view presented in the 4HWW is radically different from that of the average salary-man, (yet even these people can use Ferriss' techniques to make positive change) and the first point where the 'salary men' and Ferriss' New Rich 'self-made men' part company is in their understanding of what it means to be rich.

For Ferriss, there is the traditional employee who works every hour available to him to earn more money. He contrasts this with the New Rich of which Ferriss is part and which you can join if you implement the ideas in the 4HWW. The New Rich avoid work for work's sake (W4W) and, instead, their goal is to free up their time to enjoy what they truly want to do; to do what actually fulfils them because, as humans, it is not the money itself we actually want, it is what we can do with it. Small pieces of paper, in themselves, are not very interesting or useful beyond using them to wipe your ass. But when you can gather enough of these to exchange for what you want, then they become valuable. Then they become tickets to enjoyment. The New Rich understand that having a ton of money is no good if you cannot enjoy it. If you work 18 hours per day and retire when you are old, you miss so much of what life has to offer at the very time you could most enjoy it. Who would wish to be in the position of retrospectively thinking 'If only I'd done X and Y while I had the chance'. This, on its own, ought to provide rocket fuel for taking action now.

Therefore, the New Rich aim to create the life they want (lifestyle design) that lets them live where they want to live, free up time for them to enjoy what truly fulfils them and automate an income to avoid work for work's sake. In achieving this goal, Ferriss discusses, over nearly 400 pages, a number of key concepts:

## D – Definition

What is it you want? What kind of lifestyle do you want? What does it mean to be rich? What do you want to avoid in life? What would your ideal lifestyle involve? How much income do you need to achieve your lifestyle? What steps do you need to take?

## E – Elimination

How to be more productive? How to improve efficiency? How to use your time more effectively? How to free up time? How to read faster? How to refuse successfully? How to test your product?

## A – Automation

How to outsource? What to outsource? How to use virtual assistants? How to delegate? How to find a muse (income generation idea)? How to choose a market? How to become an expert? How to automate your income?

## L – Liberation

How to work remotely? How to kill your job? How to have mini-retirements? How to prepare for mini-retirements? How to travel efficiently? How to move abroad? How to use your free time? How to avoid common New Rich mistakes?

Interestingly, I was doing some of this already, but in a limited way. For several years, I had worked in the UK from spring to autumn, then gone traveling or lived in places where my money would go a long way. Ferriss writes about this



as *currency leverage*, it is one of the tools of the NR and it ties in nicely with living where you want to live. Many of the places that we find exotic are cheaper to live in than renting a place in our home countries. Being able to earn in dollars, euros or pounds while spending in Turkish lira or Romanian lei, will let you live well in those countries. Ferriss recounts his experiences of leveraging currency differences in Argentina. Tied to this is the idea of 'mini-retirements', in which you don't put off enjoying yourself until you are 65 but have a series of extended breaks throughout your life. I did that, having extended stays in Sweden, Italy, Germany, the Czech Republic, Thailand and Poland. This is possible to achieve using the ways of automating your income that Ferriss describes. Even people with families and children can use these ideas. Plenty of examples are given to showcase readers who have successfully used these approaches to lifestyle design.

Another idea Ferriss puts forward is taking small risks to get where you want to go. Many people are not prepared to change their lifestyle because it involves an element of risk. What we don't realize is that most of these risks, if they don't work out, are fixable – there are always steps we can take to recover. Yet if these risks are successful, they can pay off massively. I had always understood this when I chose to leave unrewarding jobs – screen for environments that recognize your *value* and match your *values*. In spring this year, I gave notice to leave a well-paying but spirit-sapping job in the strong belief that I could find something better.

This job had not fitted well into the 4HWW framework of remote working, flexible hours or automating income. I was trapped at a desk for large chunks of the day, unable to leave yet with little to do. Even using 4HWW techniques to improve efficiency were hitting a managerial/corporate brick wall. Therefore, encouraged by Ferriss on how to 'kill a job', but knowing it was the right thing to do anyway, I left the position, seeking a more flexible work environment. And I found one, stepping into a position with a better organization, more scope to work from home (or from anywhere I choose by using techniques in the 4HWW), more holidays and a large pay rise. I knew that even had I not found a top position immediately, there were steps I could take to generate extra income. Clearly, developing the right type of project ('muse') to generate income is important if you want to free up time for yourself and avoid work for work's sake. Indeed, in originally choosing the type of work I do (training people), I'd made sure to select an income source that lets me largely work where I want. I also got well qualified along the way so that nowadays I can virtually live anywhere I choose.

Perhaps the biggest benefit from reading the 4HWW is how it opens one's mind to entirely new ways of making money and freeing up time. Lifestyle design was only a vague concept in my mind before I read this book. Since reading it, I have begun to notice new opportunities and

"The New Rich avoid work for work's sake (W4W) and, instead, their goal is to free up their time to enjoy what they truly want to do; to do what actually fulfils them because, as humans, it is not the money itself we actually want, it is what we can do with it. Small pieces of paper, in themselves, are not very interesting or useful beyond using them to wipe your ass."

make decisions based on those recognitions. Had I not read the book, I would have passed over some great opportunities. For example, after reading about the possibility of working remotely i.e. living and working in a place you want to be, I responded to a job advert that I otherwise would have discounted as unrealistic. This was clearly a chance to work where I wanted to work and I could do as much or as little as I wanted. I could be on a beach in Thailand, work online for a few hours a day whenever it suited me and get paid in British pounds – *currency leverage* in action! My mind had been primed to notice this opportunity because of the 4HWW. Using the techniques Ferriss writes about, this company would not have to know I was on a tropical beach, tapping away on a laptop, generating British pounds to leverage as Thai baht. Moreover, from having my awareness raised, I quickly saw how this company itself appears to be using many 4HWW techniques – I have never met them, they could be based anywhere, it is all done remotely and they make good money hiring experts (Ferriss outlines how to be seen as an expert) while themselves doing little in the way of intensive work. In other words, they outsource their work. Outsourcing labor to free up time is another key concept in the 4HWW.

All in all, there is a lot to be said in favor of the 4HWW, and I've used many of its ideas to improve my own position. I have not yet reached where I want to be, however. I still need to automate my income so it is not always me doing the work. I am not good at coming up with my own income generation ideas (muses) and my attempts to organize the logistics of supply for one muse came to nothing because I lacked experience of how to do it. This is just another case of needing to take small risks and learn through doing it. If it doesn't go smoothly, I need to remind myself it would only be a small and recoverable loss. Plus, one learns a lot in the process. Ferriss has recently taken this idea further on his blog (www.fourhourblog.com) in outlining how to get a 'real world MBA'[1][2], through angel investing and managed risk-taking.

The 4HWW has opened up a world of possibility – validating, streamlining and massively expanding my own ideas and approaches to lifestyle design. I recommend it for its practical use and for changing how you see the world. Once you have read and understood Ferriss' ideas, you are likely to start noticing opportunities 'round every corner. Implementing some of the ideas may require trial and error but there are online discussion boards for readers to share ideas and support each other. What might be of benefit is organizing real life groups that meet to help implement 4HWW ideas, I'd pay for that... I think I just came up with a new muse idea!

SteviePUA. July 2010.

[1] http://www.fourhourworkweek.com/blog/2010/06/28/mba/

[2] http://www.fourhourworkweek.com/blog/2010/07/05/how-to-create-your-own-real-world-mba-part-ii/

# TOP 10

text LIS CARPENTER

## Greg Rollett

http://www.rockstarlifestyledesign.com

### Start with the right mindset.

Start with something that you care about so much that you are willing to put in whatever it takes. Think long term and seek help from those that are doing what you want to do. If you think that you'll still be passionate about doing what you're doing ten years from now then you're on the right track, and you have to be willing to work hard in the beginning. Your business is your baby. You have to find something that you really care about and that you believe in or you will not be able to sustain the energy to do it in the long run.

## Timothy Ferriss

http://www.fourhourworkweek.com

### Only check email twice a day.

How often do we get caught up in a cycle of checking email? Sustained focus is one of the most valuable things a person can have if they want to accomplish more things in less time. So don't link your email to your "Crackberry" (Blackberry), as Tim calls it, or other smart phone, turn off the email notice chime of your desktop, send less emails, and unsubscribe from newsletters. Tim even goes as far as giving the specific times via vacation responder and telling the people to contact him on his cell if the matter is urgent enough.

## Brandon James

http://newlifetravel.tv

### Don't set goals, follow your dreams.

The right time never comes for your dreams. It never feels like the right time to quit your job and take a spiritual journey around the world. But when you set goals they are almost always tainted by social conditioning: naysayers, doubters, the media, bullies, parents, fears. Most make goals based on what they are told they should want or as a means to an end. And if they arrive at that end, most are unfulfilled because they didn't live what was in their hearts.

## Colin Wright

http://exilelifestyle.com

### Get as much real world experience as you can.

There are essentially two times of learning: theoretical learning, the type that you do in school with textbooks and tests, and experiential learning, the type that you do with experiments and in the real world. He says classes are more of the philosophy of what you're going to be doing whereas the real world will be very different. Colin makes the habit of learning experientially. For some reason this is also referred to as personal development, but it's really just common sense. You've drawn the prototype of the new car on paper. How will you know if it works unless you build it and fire it up?

## Scott H. Young

http://www.scotthyoung.com

### Build with what you've got.

Scott recommends routinely sharpening the skills that you already have as a way of creating opportunities for yourself. He recommends creating short challenges or games, these are better if they are documented, and really thinking about what you want to have in your life. These challenges should be about deliberately trying something new to create more of what you want in your life.

*Lis Carpenter is a part-time writer and full time marketing strategist. She is the creator of the Aneirin Productivity Formula. She covers the best stories*

# Tips and hacks

## from the Masters of lifestyle design

### Justin Wright
http://www.lifeofjustin.com
Transition slowly to your ideal life.

While some people make out okay by just selling all their possessions and moving to another country, if you have bigger goals like replacing your current income or creating a "hands-off" business and traveling the world, Justin recommends that you: decide what you really want to do with your life (take your time with this), write out your obstacles one by one, stay at your job while you conquer your obstacles one by one, and then after you have replaced your working income with your new business, quit and get busy living.

### Molly B. Hoyne
http://www.stratejoy.com
Using accountability
is the best productivity hack.

Make public declarations and include friends/family that believe in you in your plans.

For whatever reason, it's a lot easier to break a promise to yourself than a promise to someone else. And also tell a few people close to you about your plans. Even tell them to check in with you about actions you have planned.

### Cody McKibben
http://www.thrillingheroics.com
Make the move! You'll adapt!

So if you're a little uncertain about moving to a new city or country although you feel the pull to do so, make the move. Or if you're thinking about starting a new business or establishing new social circles, you will be surprised by how fast you can adapt, form new habits, and start enjoying your new lifestyle.

### Gordie Rogers
http://www.lifestyledesignforyou.com
Make failure your friend.

To put it quite bluntly, you have to be willing to fail more than most people if you want to succeed more. Now let's suppose that the 80/20 rule exists on a different plane. Let's suppose that 80% of what you do will get you mediocre results and 20% of what you do will get you average to out of the park results. This is the secret of top athletes, investors, writers; any successful person will have a more failure stories than the stories that made them failures. There's good news though, if you get better at failing quickly and letting bad ideas go, you will have more success.

### Brooke Ferguson
http://www.businessbackpacker.com
Don't fly solo.

Work with somebody that complements the skills that you have or that knows more than you do. Look for how you can help them and ask them questions about their area of expertise. The fact of the matter is making any great change is difficult, and if you read biographies of all the great heroes in the history books, you will find a correlation. All of them had help, some of them had "mentors" that more or less discovered them and invested a lot of time and energy in them. Look for those that believe in what you do, look for those that have been doing what you want to do, read their writings, and look for how you can help.

*s she finds of people making successful transitions for mediocre to spectacular or at least interesting lives on her blog* ***http://www.liscarpenter.com***

# The Hank Rearden of Scandinavia:

text AHA

Morten Lund is an Interesting Dane. He is my main business idol right now, and with good reason. He is most known for his role as an early angel investor in Skype but has overseen and inspired a dizzying amount of companies in the past, and continues to do so. The antithesis to typical Scandinavian "Jante law", consensus-seeking, and timidity, he has taken on starting/running/leading more than 85 companies in the past (one of them created a genetically engineered plant that could change color when planted on a land mine – how fucking Cyberpunk is that?).

His specialty is finding, identifying and helping visionary new companies that have the potential for destroying existing business models. An expert on networking and finding talent, he is heavy on the importance of the right people rather than access to money, a philosophy that I share. Other business people describe him as "a cross between Wile E. Coyote and Yosemite Sam" or "what you'd get if you took Ron Conway's Web 2.0 savvy, mixed in the European sensibilities of Index Ventures, added a dollop of Tim Draper's pioneering wackiness and marinated it all in RedBull."

Although being at one point a very wealthy man, he is currently broke after having invested his personal fortune in a magazine venture that unfortunately didn't pan out, leading him to declare personal bankruptcy in 2009. Nevertheless, his resolve to do business remains as strong as ever, so there is no doubt in our minds that he will indeed get filthy rich again. As it should be :)

With his independent spirit, courage to act, zero tolerance toward bureaucrats, movie-star good looks, and gung-ho business attitude, he pretty much comes straight out of an Ayn Rand novel. The only difference being that he's actually funny, charming and warm too. A spectacular individual indeed, and we are proud to have the privilege of picking his brain today.

Note: this was translated from Danish. I did my best to convey the meaning.

# an interview with Morten Lund



**The theme of this issue is business and entrepreneurs and that kind of thing. I am thinking you fit in perfectly with that since you are like the ultimate entrepreneur in my world. I mean you're totally extreme in that area.**

Yes, so I am.

**So let's start with a little bit about who you are. You're 37 years, right?**

I think I've actually turned 38.

**Oh really. You live in Copenhagen, correct?**

Yes.

**And the thing you are most famous for is Skype, this telephone application?**

Yes, I think so, but I've fucked up a lot with a lot of other things too.

**I'm sitting here reading on Wikipedia that you have had a huge amount of companies, it looks like 85 companies or something like that?**

Yes, I've been involved in starting an endless amount of companies and helping them get going.

**I'm in my early 20s myself and just getting started with business. I think it's totally wild that a person can have 85 companies. It's totally extreme.**

It's probably not the smartest thing in the world.

**But what is it you're doing right now? It's this Everbread, right?**

Yes, right now I am the CEO of a research-based search company called Everbread where there are some very advanced algorithms being made that will change how data for airlines, travel bureaus and travel websites gets delivered. It's very very heavy and almost also kinda boring. It's not very sexy like Skype.

**But it still sounds like something that can make a big difference, or how to put it.**

Yes, again I'm lucky enough to believe in it myself. That's my big fortune. That I was born with this self-confidence that makes me believe I can succeed even if I fail sometimes. I mean, we all do that in all of life's contexts. But I can still pick myself up again, and that makes me very lucky. I'm very happy and also proud of that. If I get knocked down I am also lucky enough get up again. And that's nice.

**How does one handle this social pressure to be a success? I always hear this myself, you know "get a job", "do something respectable", "don't just sit around and dream about doing business". How can one handle this in the best way?**

I don't think there is a formula. You have to learn to believe in yourself and say "I can do this". And you have to know when it's the right time to give up in order to change direction and find the right way. It's very complex.

**I'm thinking when you were my age and just starting out, how did it feel to have all these plans but not really have anything to show to the world? It must have been very frustrating in a way?**

I think it kind of feels like "either you have it, or either you don't". And you never know if what you're doing can turn into something. I mean, you don't know if your magazine can become something, right?

**I have a very strong belief in myself in that area, but one still feels like a crazy person sometimes because of being out of sync with the rest of the world.**

Yes, but that happens sometimes. I think that's also the difference between being fully normal and having that entrepreneur thing.

**So one actually just has to be a bit crazy in order to succeed?**

Yes, one has to be a bit... different for sure.

**A bit special.**

And you have to be built so that you don't care that much what others think, and that sometimes gets called "crazy".

**What are some other important things for success as an entrepreneur, other than being special and not caring?**

It's not "not caring" as in reckless that you need to be, you just have to know your own path. Other than that I can also see that hard work is an incredibly smart and easy way to distance oneself from others. I've always practised working 2-3 hours more than everyone else a day. And if you multiply it up to 100 days, then it can become quite a lot of hours. And if you multiply it up to 1000 days, then it's really a lot of hours, right?

**Yeah.**

And that's smart. And I also think, and there's no one talking about this, but it's sales. It's hard work and sales.

**You simply have to be good at selling your stuff?**



Yes. There's no company that can survive without having sales.

**Is that something that many entrepreneurs miss, that selling is very important?**

Yes, but that's very natural. I mean it's more fun to mess around with an idea than it is to take it out and sell it and get rejected. Because that's what you get, you get a lot of "no" when you're an entrepreneur. You get a lot of more of that than if you're employed in the public sector.

**Yeah. So you would say that this learning to sell is very important? How does one do it?**

How one learns to sell?

**Yes.**

You get a job at a magazine where you need to sell subscriptions, or an insurance company, or, you know, all of the world's toughest sales jobs.

**Telemarketing...**

Yes, it's a good school. There you can fucking learn it.

**Yeah, I can believe that.**

And I've been through all of it. I've had to sit and make cold calls for four, five, six hours a day. I mean that's what we did when we started the first companies. That's how it is. That's where things start, it's where you build your network. That whole thing with going around networking at all kinds of receptions, that's very smart of course, but the best way to network is to call some people you don't know and try to sell a product. And if you deliver a good product and make friends with them, then you are networked.

**Yes, or try to do an interview with them for instance.**

Hehe. That's a way too for sure. I did that a lot when I was younger.

**Isn't it true that you managed to do an interview with Bill Clinton himself once upon a time?**



No, it was really more of a business deal that we were looking at. But I got to meet him.

**How did you do it?**

It was because we had this land mine project. I had invested in a company called Aresa.

**With the plants, right?**

Yeah yeah.
So that's the reason. I was very interested in that. If it had worked right we would have been able to make a deal with him that he would promote it. But the problem was it didn't work, you could say. But that's how it is a lot of the time. But I wasn't afraid of going out and selling it and talking about it before it was possible to sell it commercially. So you could say I made a fool of myself. So that's why you as an entrepreneur can never be scared of... people will try to talk your money out of you with all kinds of weird stuff. That's just how it is. It's very hard. But if you want to, you can do it.

**So this whole thing about creating a network, it's very important or what?**

Yes, I must say. I think it's the key to getting through. But also I think the key is that you have to be out selling some products. You can't just sit around at arrangements like "Netværk 2008". You have to get out and sell some products and get some experiences and learn all kinds of things. It's very complex. It's business, dammit. There is no book, there is no formula collection.

**You have to look at those who have done it and see what they did. That's what I'm trying to do.**

Yes, but you also have to do it your way. You can't just copy others, you just need to get started. Of course, it would be stupid not to read up on others who have done it in a cool way, it's smart to have some idols, it's a smart way to move yourself forward. But you just have to remember that these idols can't do it either, they're doing it alone for a reason.

**Do you have any special idols?**

Yes, in my all business things and personal life I'm always using some people I look up to. For instance, a guy like Richard Branson, he's one of my heroes. But also looking at some people who have changed the world. A guy like the French architect Hausmann.

**I've never heard of him.**

No, but you can read up on him. He just re-made Paris for Napoleon, you know, made it into the Paris we know today. And he did it like 300-400 years ago. A pretty sharp type.

**Yes.**

And then you can have idols in all kinds of directions. People you think are doing something exciting and can teach you something. You have to make your own mix. It's like a game of cards. It's all in the head. No one knows what cards you are holding. You can play however you want, just remember that to make sure that you get invited next time you have to be relatively funny and honest, as honest as you can be in business. That gets you far.

**OK. Are there any special books you've read that have given you some value?**

I'm a fan of that "Shantaram" book, but that's not business really. It's about a New Zeelander guy who... but it's not about business, it's just about a good story. But I see entrepreneurs in mountain climbers and all kinds of other people. I don't just see entrepreneurs in people who have a new carpenting business.

**You mean it's the same mindset?**

I see entrepreneurs in all kinds of things. I see entrepreneurs in some of those soccer players we saw at the World Cup. I can see that a lot of them are just receiving a payceck, but some of them are entrepreneurs. So that's where I find a lot of my inspiration.

**So what's the difference in mentality between someone who receives a paycheck and an entrepreneur?**

It lies in... either you receive a check every month or you send a check to those who work for you.

**At one point, you were pretty wealthy. You had, what was it, 50 million [Euro] in the bank, you said in a video I've seen.**

Yeah yeah.

**How did it feel to be really rich? Was it a special time or was it just the same?**

You don't really notice it.

**Is there any difference between being really rich and being poor or normal? How does it feel?**

There is no difference, I don't think. You're a bit more restless when you [???]. But that's not the key. The key is having the drive to change the world a little bit. To get fired up so much by a project that you can't quit. Or if you can find some people who can't quit, because they love it so much.

**So it's not really the best way to get rich, you would say, to be an entrepreneur?**

I don't have an opinion on that. There are probably many... it's a good way to do it, and it's nice when there's money in the bank. But the real hardcore entrepreneur doesn't care. Because he just needs to move on with the next project. He actually needs to teach himself to hold on to money. It doesn't come naturally to an entrepreneur. He's always taking a risk. He doesn't take anything when he starts and maybe he puts a lot more into it than what he has. And then you put other people's money into it, and then you get some venture capital. It's damn hard, it's so fucking hard, that game.

**Didn't you invest all of your money, you were making a magazine or something?**

Yes, I made a newspaper.

**I think that's very impressive, that you just invested all your money into that. But it didn't work out or what?**

That's what I wanted to do. No, and it even looked very good. But the whole world looked different before the financial... realities came. Because I don't think there's a financial crisis, it's just called financial realities.

**Yeah. What do you have to say about the financial crisis? It is just bullshit or what?**

No, it's just the financial realities. It's not a crisis, it's just the way things are going to be. It's going to be much worse. People naturally have to earn what they spend. And the USA is totally fucked up, it's a country that spends and spends and spends, and they're not earning anything. They're in a war they can't afford at all.

**Yeah. So you think it will get worse with all this economical... it will just go downward or what?**

No, it's going to stabilize at some point. But the basic factors... there will be a lot of exciting things to do, good business to be done. But the basic math in the American economy doesn't hold together. And then you can do all kinds of witch craft and print more money, you can do all kinds of things, but none of that will work. None of that will save the world when the foundations are not holding together. You can't save the American economy, but on the other hand there will be a lot of speed in India and China. And maybe some small States in Europe can survive too. But you can never know.

**There are many people saying that a so called depression or recession is the best time to start a business? What do you say about that?**

Of course. You also have to go into those countries where it's hardest to get in and where no one goes. Right now in all of the Promised Land it's "oooh there's a crisis" and so no one dares to starts a business. It's weird actually. Now is the time to start. Now the table is cleared and you can get access. When the waves were highest last time it was hard to get to the table. There was a lot of people, the big capital funds were stumbling around, all of it was rocking around and all of it was fucking expensive. Now it's not really costing anything, and no one knows what they're supposed to do and there are no dreamers left. So then it's very nice to be a dreamer.

**So there is not really any competition, or how to put it?**

Yes, there's lots of competition, but it's not as tough as it used to be.

**Oh OK. So what are some good areas to start a business in?**

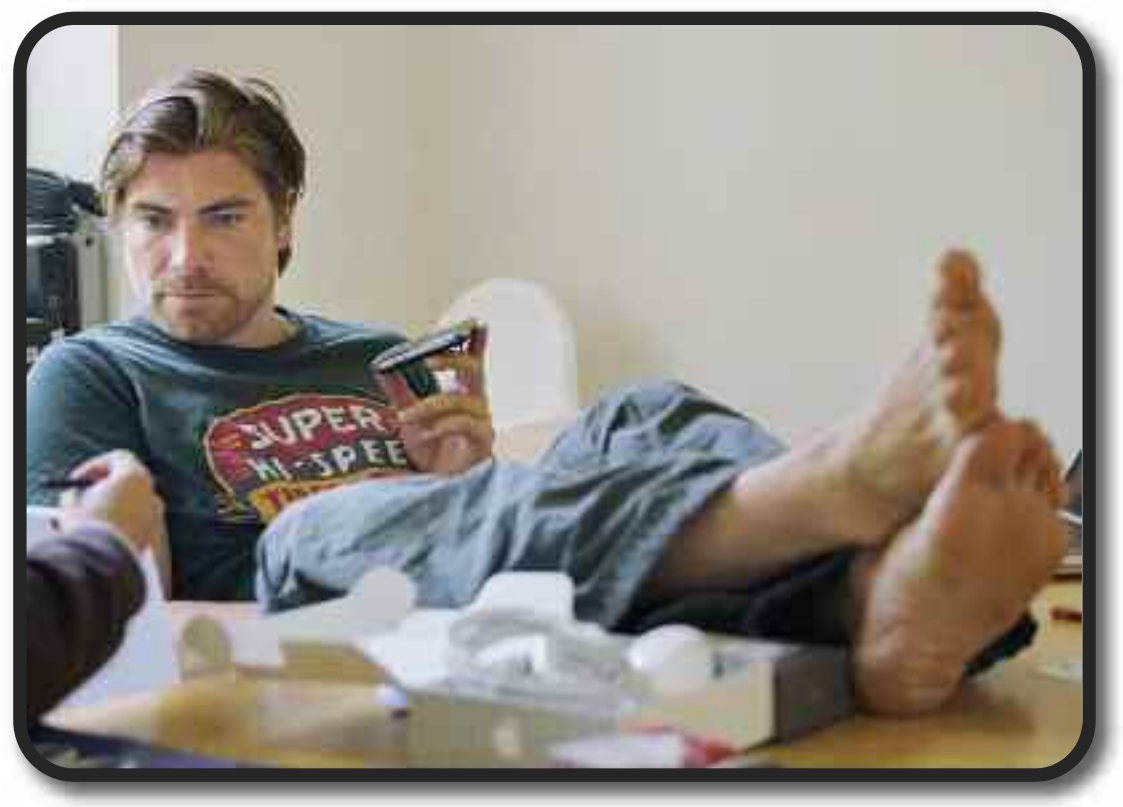
I don't know really. I think I would do some e-commerce now. That's what I would probably do. I would probably look at e-commerce and clothes.

**Clothes?**

Yes.

**Why clothes?**

That's logical. When people like Best Seller are starting to buy clothing companies at far too high rates, then that means there's hyper-growth. Online clothes sales.



**OK. That's interesting.**
**What's good about Scandinavia and Denmark compared to other countries? Our culture and things like that.**

Well, of course we have a social safety model that doesn't exist in other places in the world. And we should use it, as long as it lasts.

**What's bad about Scandinavia then?**

You don't get pressured in the same way.

**It's more like kindergarten.**

You don't get pressured to do anything. You can just as well sit down at home and have a cosy time. I don't think there's anything wrong with that really, because we can't all be entrepreneurs. But it's maybe a bit dangerous to have a system where it can pay off to sit around at home.

**The name Tim Ferriss...**
**does it mean anything to you?**

No...

**Tim Ferriss.**

Not really.

**OK. It's because our theme issue**
**is about Tim Ferriss, that's why I ask.**

No, I don't know him.

**Gary Vaynerchuk?**

Uh-uh.

**OK.**

Who are those guys?

**Tim Ferriss wrote a book called "The 4 hour work week" which is pretty famous in the US and stuff.**

Oh. Yeah yeah yeah, I've heard of that one.

**OK. What do you say about China?**
**Will it be the new USA in the future?**

Yes, China, India, Asia, not just...

**OK. It will be the new superpower or what?**

Yes. They're hungry, right? They want to do something and they know that if they don't do something they will go to bed hungry.

**Yeah, that's true.**

Yes.

**OK, so now I've asked you the most important things I wanted to ask you, so I want to thank you for putting up with my questions.**

It was the least I could do.

A question for our readers:

# SHOULD WE SELL OUT?

Interesting Times has been around for 5 issues and 10 months at the time of writing. Until now, we have done this thing 100% out of true passion, with no financial compensation whatsoever. This has proven to be a success model. Neither I nor Imoto feel like quitting at this point. In fact, we are probably more passionate about Interesting Times than we started.

Here is the thing though: the magazine has taken over our lives. All of our spare time is dedicated to this magazine. This is more than just a side project at this point. So we are thinking about taking things to the next level. We have the passion, we have the commitment, we have the creativity and the chops. Should we take things to the next level and try to monetize the magazine to a level where we can make full living off of it aka selling out? Or should we stay true and labor on like unpaid hippies?
Keep in mind that the magazine will ALWAYS be free for the readers. If we are to monetize we are going to do it with ads and sponsors and stuff like that.

**PROS:**

• If we don't have to work 9 to 5, we can dedicate a hell of a lot more time to the magazine. We could probably put out an issue every month AND have time to do various side projects that we have planned (hint: a 400-page FREE book on something very bad-ass).

• Our parents will finally be proud of us.

• If we really start raking in the dough, we could do stuff like arranging Interesting Times conventions with all kinds of interesting guest speakers.

**CONS:**

• Writers might be less inclined to work for $0 per article. This is an untested assumption, however. Writers, would you still want to write for free if you knew that the magazine was paying our bills?
Keep in mind that monetizing the magazine would NOT make us rich all of a sudden.

• We might start adapting too much to the market. Right now the magazine is basically just a wish fulfillment gumbo for A.H.A. Whatever interests me this month is what gets thrown in there. If we have cash coming in, our incentives might be skewed. I don't THINK this would happen, but the $$$ is known to be corruptive.

• We might seem less authentic to the readers. Of course, that's always going to be the case. Already there are people who are saying we jumped the shark when we released issue 1 and that we should have kept the whole project as a bunch of text files on someone's hard
drive back in early 2009. C'est la vie for the magazine hack.

• Getting paid to do something we love would insulate us somewhat from the daily Social Realist grind. We might lose our edge of cynicism and gallows humor. Some would welcome this, I guess.

Right now we don't know what to do. We are weighing the alternatives and both of them have advantages and drawbacks.
**We need your input!** Send your thoughts on whether we should monetize to **info@interestingtimes-magazine.com**

# WANTED

Currently our main bottleneck here at Interesting Times is our lack of time and manpower. There is only so much that two people working in their spare time can get done, hence our somewhat sluggish release cycles. But considering that we spend $0 dollars on each issue, I think it's fair to say we are actually quite productive.

**If we had a few more** highly capable and creative individuals in our team, we could bump up the work pace quite a bit. We are primarily looking for the following types:

- Graphical designers who can match Imoto's layout skills
- Assistants for article research, administrative duties, networking with leads, etc
- Wealthy benefactors who can rescue us from the harsh TPS-mines of socialist Sweden

We are also looking for:

- Artists
- Writers
- Henchmen
- Marketers
- Brainstormers
- Groupies
- True fans
- Web designers
- Web programmers

Send in your resumé to
**editor@interestingtimesmagazine.com**
and let us know what you can do!



There are lights dancing all around my head, along the periphery of my sight and I can almost FEEL lights pulsating behind me, as well. God there are a lot of goddamn lights in this place.

But it's good, because they give me something to focus on when I start to feel tired. It's about 4 am...no wait, that was a few hours ago...it must be closer to 6 or 7 in the morning and I'm still riding the same wave of adrenaline and caffeine and alcoholic fuzziness that I've been cruising along since the first round of dinner drinks and handshakes through which I was introduced to the handful of international partygoers out with me.

To my left is a wispy blonde from Sweden. She's involved with some major design companies over there (as a consultant) and has been telling me all night about the new line of products she's been consulting on and how she wants my input on the user-interface on their mobile app before it launches.

To my right is a handsome South African power-couple that are in town to do business with a local boutique design studio that popped up out of nowhere with some of the best augmented reality capabilities of any shop in the Western Hemisphere (and some of the cheapest prices). They dabble in money markets and startups, and are always on the lookout for new investments.

In front of me is a fellow world traveler, though he is himself twice my age with three times the travel experience and quite a bit more gruffness. He's in town to visit an old mentor who has settled up North of Buenos Aires (in Salta), and wanted to relive some of his partying glory days by heading out on the town with a younger crowd.

Behind me, getting drinks at the bar, is an unlikely duo consisting of a flirtatious nearly-retired lawyer from New York and an undertall local politically-connected playboy. I glance back at them and see that she's harassing him about drinking too much while she herself downs yet another shot of something colorful and sugary-looking.

All night we've been talking about our lives, eating decadent food and drinking expensive wine, leading to this most recent in a round of discos and clubs that we've found ourselves at now, with the lights flashing distractedly and the people pushing and shoving and moving in time.

Until tonight, I didn't know any of these people except as avatars on a screen - little 200 pixel square images that were supposed to tell me, along with a bit of

**"Until tonight, I didn't know any of these people except as avatars on a screen – little 200 pixel square images that were supposed to tell me, along with a bit of brief biographical text, everything I needed to know about a person so that I felt comfortable meeting up with them for dinner in a foreign country – but now we're close. We're amigos. We're comrades at arms."**

# How to network awesomely in the world of Cyberpunk 2010

text COLIN WRIGHT

brief biographical text, everything I needed to know about a person so that I felt comfortable meeting up with them for dinner in a foreign country - but now we're close. We're amigos. We're comrades at arms.

This is the world we live in, one where the technology we've developed to make communication easier is finally starting to catch up with our needs as a society to make new connections and feel safe doing it.

Through networks like Facebook and Twitter, we are aided in our ambitions to connect with like-minded people from all over the world. Physical distance and geographic proximity have ceased to be a real barrier in exchanging ideas and building new connections and because of this the world has become at the same time smaller and larger.

Email, SMS texting, always-on Internet, VOIP services and instant messaging also contribute to this movement, allowing anyone with access to a modern communication device (like a phone or a computer) access to, more or less, anyone they could possibly want to meet in the world.

That is, of course, if they know how to use these tools.

And therein lies the rub, because the vast majority of people see these services as sideshow tricks or passing trends. "Twitter?!" they shout. "Why would I use Twitter? I don't care what someone I don't know had for breakfast!"

I choke back a retort and walk away, knowing full well that this is someone who simply doesn't get it, and because of this, well, they'll never experience the pulsating lights and diverse groups of friends that I find myself enjoying far more often than one person has a right to.

## Investing and Human Capital

There are a million guides out there to using Twitter and Facebook more effectively, but many fail to explain the core philosophy behind social networking, and because of this, fail to utilize these tools as effectively as they could be.
One of the most important aspects to understand about the new networking landscape is that human capital has become more and more important to achieve what you want to achieve. Thankfully, it also has never been easier to accumulate and utilize.

Human capital in this context refers to the combination of skills and skill sets possessed by yourself and those whose effort you have access to.

What this means in practice is as such: say I can design a poster. Awesome! But I need an act to make the poster for. I tap into my network and find that a friend has a band who's looking for a gig. I look further and find a friend of a friend who owns a bar and is looking for an act. I connect the band friend with the bar friend of a friend and throw my poster skills into the mix, and what results is a solid use of human capital.

You can see why this is a currency that is getting much more use as people are connected through modern technology. Suddenly I'm able to see what skills a stranger I haven't met yet could bring to the table without having to invest the time to go out for drinks with them. I can also find out more about people that I HAVE met through one of their many online profiles, and I can instantly contact existing friends and other contacts from

wherever I happen to be when I'm in need of a specific skill set or connection.

Where investing comes in when discussing human capital is with both yourself and your network.

Like with any kind of investing, the more resources you have to invest, the more you stand to gain. The same holds true in this instance, as growing your set of skills and talents (and generally improving yourself as a human being) leads to a greater number of connections. If you not only make posters, but also build websites, it's exponentially more likely that others will come seeking YOU out in order to complete some kind of project. Your personal human capital level rises.

Similarly, if you invest in your network, you'll find that being a nexus or hub, connecting a bunch of people together, can be just as valuable as having more skills yourself. If you're known as the go-to person for a certain kind of resource (in this case, human capital), you'll find that connections will form around you with less and less effort by you.

## Developing Your Network for Fun and Profit

I am constantly building my network in many different ways, but here are some of my favorites.

**1. Start a project.** This may seem obvious – why would you be making new connections in the first place if you didn't have some kind of work to do? – but what I'm telling you to do is to start up a project just for kicks. The purpose of this project is to learn something new and to build some new connections with people you don't know (or don't know well).

An example of this actually ended up becoming my first business (all the way back in my Junior year of college). I was a design student who found that I was mostly hanging out with other design students, but I wanted to meet other local creative people: artists, musicians, writers, photographers, etc.

So I took a skill that I already had but wanted to work on, layout design, and leveraged it to create a networking magnet, Stim Magazine.

**"It's an easy way out in some ways, but there is really no better way to get to know someone than by having a drink with them, especially if said drink is laced with alcohol or caffeine."**

Through Stim, I had an excuse to approach anyone I wanted with a gift in my outstretched hand. 'Hey! I love your work and wanted to connect. I run a magazine and would love to feature you and what you do in it. Interested?'

By the time I graduated, there were few people in any creative scene I didn't know in my college town, not to mention businesspeople and important folks in a more general sense, as well. After a few issues they started to come to me, wanting to be featured in the magazine and wanting to connect with me (and with the people I had connected with previously).

**2. Learn about coffee, beer and wine.** It's an easy way out in some ways, but there is really no better way to get to know someone than by having a drink with them, especially if said drink is laced with alcohol or caffeine.

When you meet someone new that you want to know more about or think may be a valuable addition to your network, invite them out for a drink (which drink depends on the person...I tend to go with coffee when it's cold and a beer or wine when it's hot, but there are other dynamics that can sway things on way or another as well, if you pay attention).

They're giving their time to you, so pay for the bill, and it will usually be worth it. Don't have a set agenda of what to talk about... just let things meander organically. You're trying to build a friendship here, not buy real estate, so there's no reason to create a framework or overthink it. Just be you and let them be

themselves. Not too complicated, but it's amazing how many people mess this up by trying to business it to death.

**3. Water your garden.** By this I mean pay attention to the people in your network as you build it.

I get friend requests and emails from so-called 'networking experts' all the time who are essentially trying to build up their network metrics as high as possible so they can continue to give themselves that guru status.

The unfortunate reality is that having a big network doesn't mean it's a valuable network... in fact, it's usually the opposite. The bigger the network, the more unwieldy it gets, and the less likely it is that the expert with the high metrics will be able to keep in touch with their network, or in some cases even introduce themselves (I'm not kidding with this... most of them send out a boilerplate letter explaining how happy they are to make your acquaintance, not giving a single specific detail or using your name once... it's offensive, really).

Take the time to TALK to the people in your network, one-on-one, and really get to know them as people. Skype with them if they're far away, or meet up in person when you're in the same city, and give them some of your time wholesale. It's only by doing this that you'll get the most out of your investment, because otherwise you're no better than a spammer looking to build a nameless, faceless list of anonymous email addresses.

## If You Forget Everything Else, Remember This

It's easier to explain networking dynamics by using cold, calculating terms like 'human capital,' but remember first and foremost that what we're talking about are people: real, breathing, living human beings who have hopes and dreams and happiness and pain and fear and families just like you.

Keep this in mind because at the end of the day, a truly effective network is a collection of friends who you appreciate and value and who appreciate and value you back. This is the absolute strongest bond you can form, and the more true friends you have in your life, the more accessible and helpful they will be.

Give before you get, because by paying it forward you show that you value them just being them, and this increases the likelihood that when you really need something, you'll get it (if not from them, from someone).

Don't be an asshole. There's a lot of this in the networking world, unfortunately, and I attribute this to the sheer amount of pseudo-social-science that's been making its rounds in the lifestyle design scene (I'm pretty sure Tim Ferriss wouldn't approve of Pickup Artist-style networking tactics and spam-bot Facebook-friending applications, folks). Watch a movie: are you acting like the good guy or the bad guy? Yeah, don't act like the bad guy, no matter how good looking he is.

And most importantly, if you aren't having a good time, you're doing it wrong. Networking is meant to help you enjoy life by helping you achieve objectives and build relationships with people who inspire you. If this is a task instead of a privilege, take some time to stop and figure out what your goals really are.

At the end of the day we're all dead anyway; networking is meant to help you enjoy the time in between as much as possible.

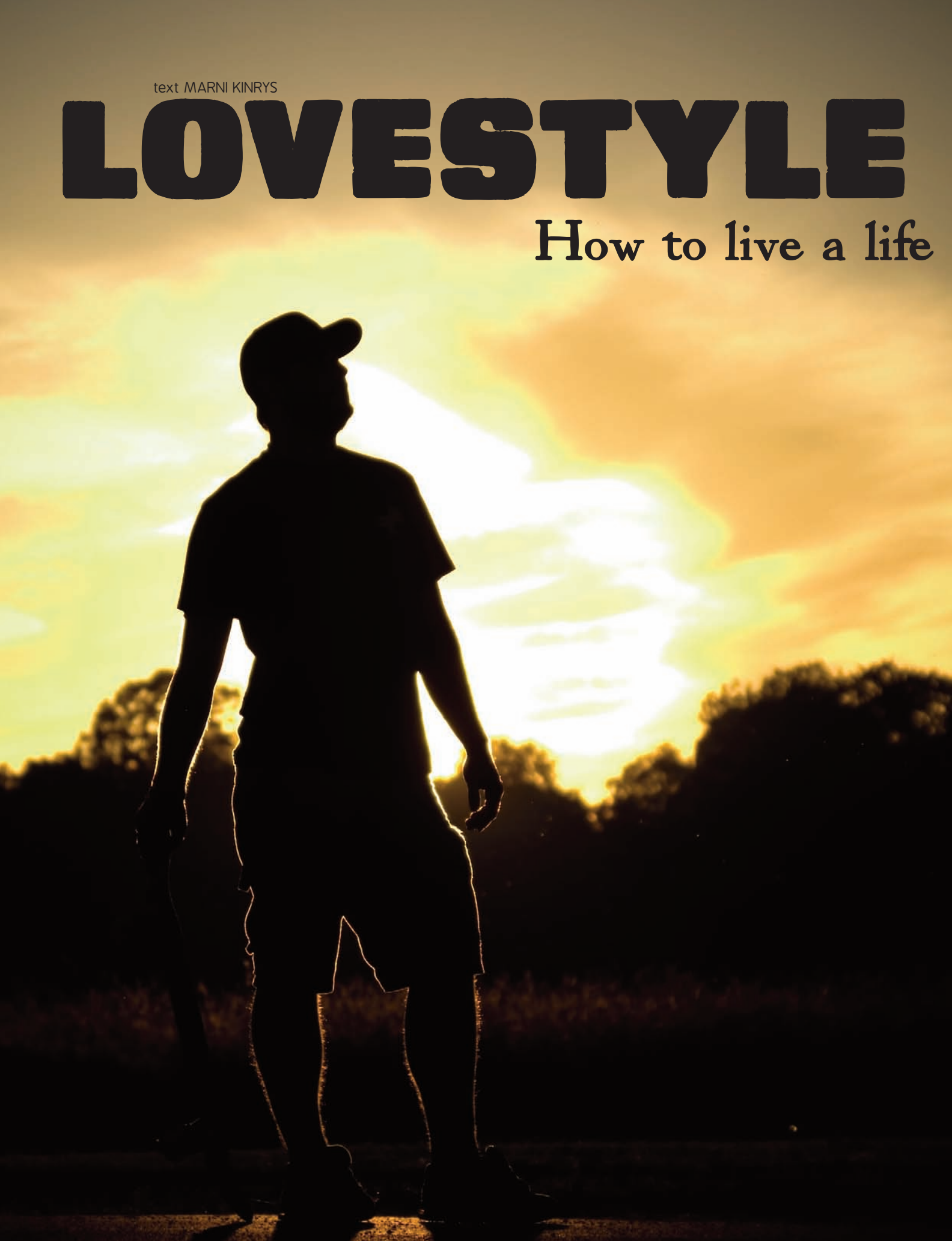
*Colin's blog can be found at http://exilelifestyle.com*

**"Watch a movie: are you acting like the good guy or the bad guy? Yeah, don't act like the bad guy, no matter how good looking he is."**

text MARNI KINRYS

# LOVESTYLE

## How to live a life



# DESIGN:

## that makes you irresistable to women

As a woman, I want to provide you with a fool proof plan that will not only improve your overall lifestyle but guarantees you start living a life that makes you irresistible to women.

Every day I get emails all over the world from men asking me "What can I do to get the girl?" My response is always the same "Get off your butt and get a life. Then you will have girls flocking to you."

Just like the 4-hour work week, your job right now is to build a system. A system that will allow you to achieve everything you want with women.

Gentlemen, here is the secret to success with women. It's not about what you say, what you wear, what you make, how you look or what you do. It's about character. A genuine, authentic man with confidence and complete comfort in his own skin is by far the sexiest thing a man can be.

But how do you get this character that I am talking about? You get it by working at it and practicing. By putting yourself out there, discovering what you want, taking risks and experiencing life.

I am going to give you the steps you need to take over the next 3-6 months in order to create a system that will give you the full lifestyle and sex appeal you have always wanted with women. Better yet I am going to help you build the system that lets you become they type of guy you have always wanted to be!

## STEP 1:

### Start approaching other HUMANS!

I know you want to jump straight to women but if you can't approach an average looking man on the street, a hot woman in a bar is going to be 10 times tougher.

When I was younger, I used to be anxious, self-conscious and insecure. I know all of us were but I wanted more than anything to change this. So I pushed myself. Every day I made myself approach and interact with at least 10 people.

At first the interactions were minimal "Do you know the time?", "Hi", "Can you recommend...?" but shortly I got to a place where I could initiate conversation with anyone and had little fear going up to others.

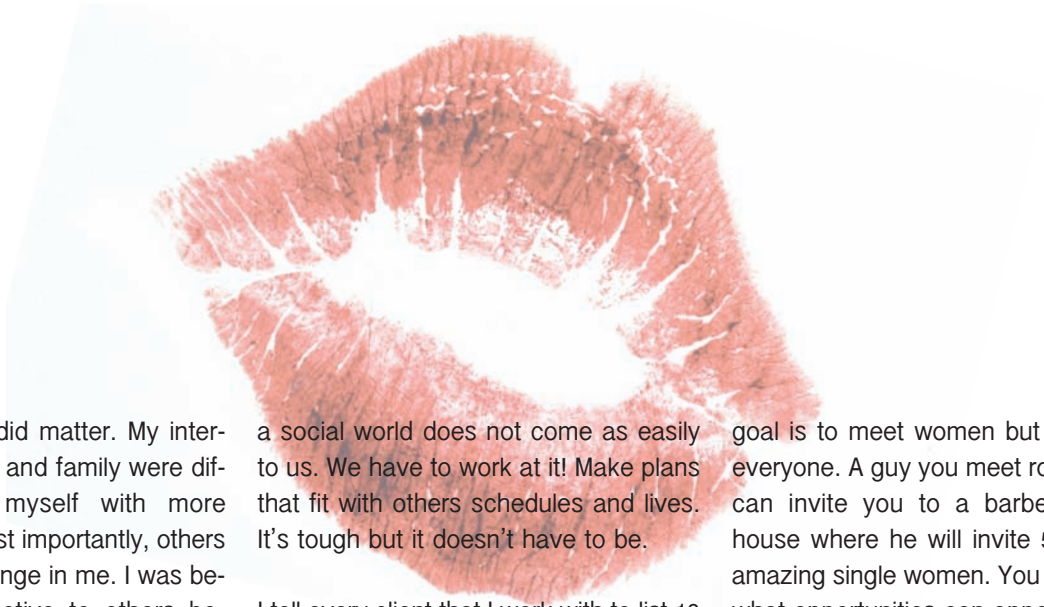
The more I pushed myself to do what made me most uncomfortable the more relaxed I became.

But the most interesting part of this project I had given myself was that I opened my eyes to 2 things.

#1 I noticed how many people there are around me to interact with.

#2 I noticed how many people are just as nervous and anxious as me.

Once I got past interacting with strangers who meant nothing to me, I realized how much easier it was to engage and ap-



proach those that did matter. My interactions with friends and family were different, I carried myself with more confidence and most importantly, others were noticing a change in me. I was becoming more attractive to others because I was starting to possess what they craved for themselves, COMFORT.

# STEP 2:

## Be active in activating your social life!

I know your dream is that an amazing social life and a flock of women are going to come knocking at your door, but sadly it doesn't work like that. I mean you could get lucky and the Fed Ex delivery person could be the woman of your dreams but most likely that will not happen.

**Get off your butt** and get out there.

When we are younger we have everything given to us. Having a social life is a lot more simple, for most of us. We have school, parents arranging play dates and creating our activity calendar. Even if you did not have a parent organizing for you, there was still a large network of young people around you.

As we get older we become responsible for making things happen and access to a social world does not come as easily to us. We have to work at it! Make plans that fit with others schedules and lives. It's tough but it doesn't have to be.

I tell every client that I work with to list 10 activities they enjoy and want to participate in. They can be activities they have never tried, used to enjoy or have always craved to test out.

Their next assignment is to SCHEDULE 2 days per month that they must do 1 of the activities. They also must make sure that they find an outlet to do these activities with a group of others. For example: April 11th 2010 is their day to try group rock climbing. April 28th 2010 is a singles salsa class.

**This gets you** to shake things up, take chances, interact with different people and be open to new experiences. PLUS it gives you conversation and interesting topics to discuss with women you interact with.

What you want to gain from being active is the knowledge that there are so many corners you have not explored. As we get older, our life can become less exciting and stagnant. When this happens we go into auto drive, and not in a good way because we start to close our eyes and not take notice of the amazing things around us.

One note: This time period is to explore and interact with people. I know the end goal is to meet women but be open to everyone. A guy you meet rock climbing can invite you to a barbeque at his house where he will invite 5 attractive, amazing single women. You never know what opportunities can appear, so keep your eyes open.

Shake it up, experience and enjoy!

# STEP 3:

## Go after what you want!

One of the best things that I tell all of my male clients is that in order to get everything you want with women, you have to put your most masculine self forward.

Become very familiar with the following statement "I want what I want when I want it and I want it now!" Going after what you want is one of the most masculine and attractive traits you possess. As long as you are not belittling, manipulating or hurting others (women) to get what you want, it is your right to go after what you want, so start asking for it NOW.

**No excuses** like "she must have a boyfriend" or "she seems busy, I don't want to interrupt" or "I am too fat/bald/short/poor for her". Let her reject you, not the other way around.

**For example:**

• You see a woman you find attractive. Approach her, tell her YOU WANT to know more about her, get her number and call her for a date.

• You're on a date with a woman and YOU WANT to kiss her, do it.

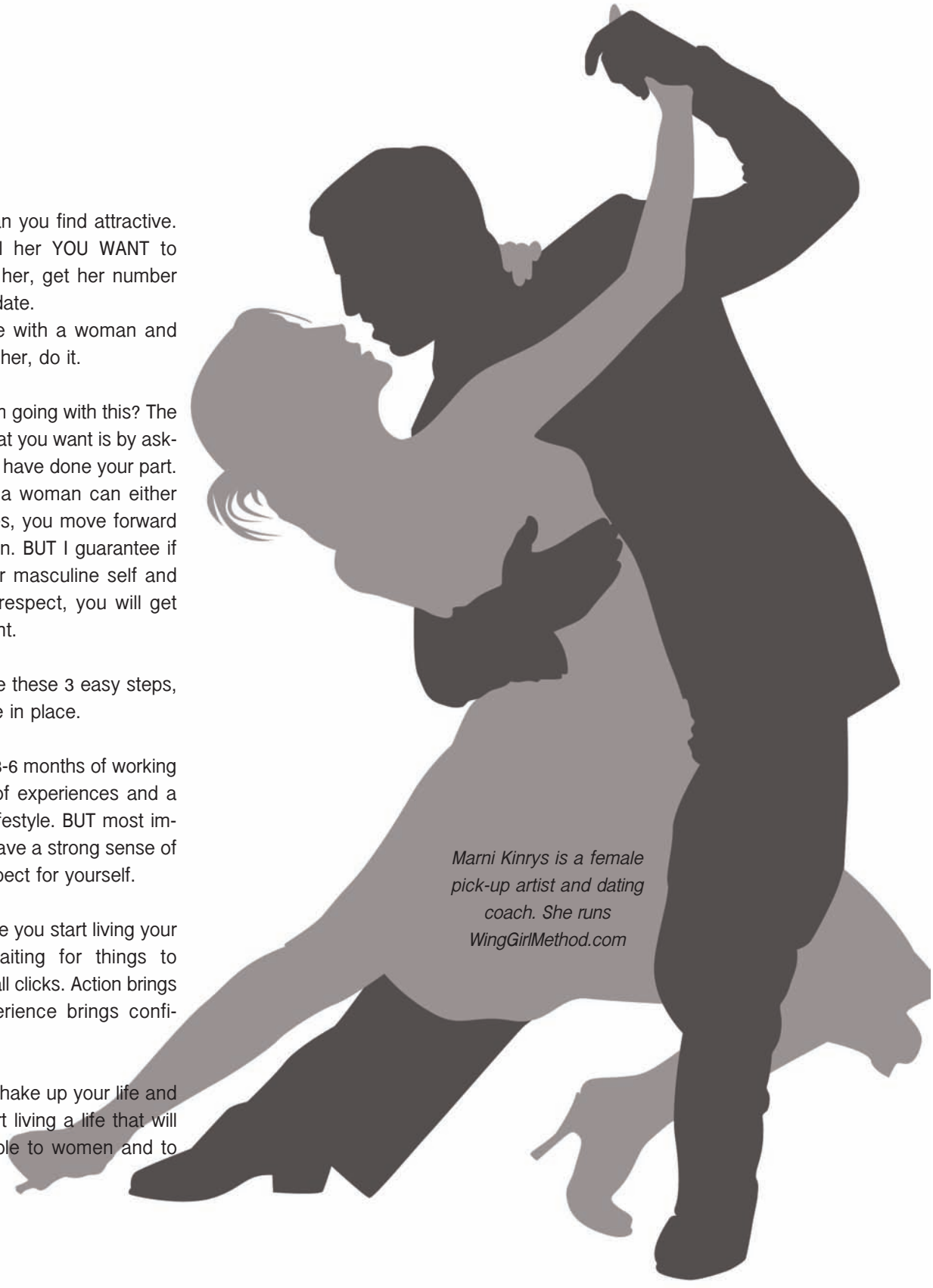
**You see where** I am going with this? The only way to get what you want is by asking for it. Then you have done your part. It's out there and a woman can either say YES or NO. Yes, you move forward or NO you move on. BUT I guarantee if you show her your masculine self and express tact and respect, you will get everything you want.

Once you complete these 3 easy steps, your system will be in place.

You will have had 3-6 months of working on yourself, tons of experiences and a new found, sexy lifestyle. BUT most importantly you will have a strong sense of self worth and respect for yourself.

**You see,** the minute you start living your life instead of waiting for things to happen is when it all clicks. Action brings reaction and experience brings confidence.

So get out there. Shake up your life and push yourself. Start living a life that will make you irresistible to women and to yourself!



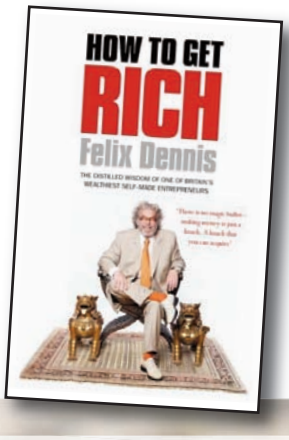
*Marni Kinrys is a female pick-up artist and dating coach. She runs WingGirlMethod.com*

REVIEW:

# How To Get Rich

BY FELIX DENNIS

text HASAN VELDSTRA




Pages: 304
Release: August 17, 2006

I've read How To Get Rich cover-to-cover a few times now. For me, it's one of those rare books that change your *behavior* and ideas from which permanently carve out a place in your mind. I think everyone interested in business, entrepreneurship, or acquiring wealth should read it.

### Why I liked the book

It's not like other books. It's a breath of fresh air among the usual cheesy, proselytizing, self-congratulatory, preachy, full-of-theory business books written by charlatans that haven't done it themselves, or by idiots that were as lucky as they were skilled and hard-working and aren't self-aware enough to realize it or honest enough to admit it.

How To Get Rich is not a self-help book, or a business book, or a biography of a captain of industry. It's more of an anti-self-help book. More of a philosophical text – on philosophy of getting rich and what that entails – blended with narratives and life stories. And like all good philosophical texts, it's not written by a "professional" philosopher, but by a practitioner, a doer with a philosophical (and poetic) bend.

Felix Dennis didn't look to get rich from writing a book unlike the usual business book author. He wrote it for fun, and it shows. The book has a wonderful unique voice.

### The unfortunate name

I don't know how many copies the book has sold. I think it's done well, but I'm still convinced it would've sold twice as much under a different title. "How To Get Rich" reeks of the aforementioned dull business books written by idiots, and the name ensured the book's placement in "Business and Personal Finance" sections at bookstores. It's like when Fight Club came out in cinemas – a lot of people that went to see it because of the name were disappointed, and a lot of people who would've enjoyed seeing it didn't go because of the name.

### The author

They say that if you want to know how to run fast, don't ask a racehorse. Felix Dennis is that rare breed of racehorse that can run fast *and* tell you how to do it. He owns a publishing empire in Britain & the US and started a billion-dollar mail order business. He also writes poetry, plants a lot of trees, once recorded a single with John Lennon, and spent many millions of dollars on drugs, partying, and women – a colorful character all-around.

### The writing

The writing is great: vivid and visceral. Stories and narratives mixed with distilled lessons and an occasional verse or two of poetry, Dennis' own or someone else's. At all times it feels like the author is talking to *you*, and not merely spilling ink on paper.

At times Dennis comes across as an arrogant ass – the kind that would be great to get drunk in a bar with though, with great stories to tell and a collection of witty one-liners always handy. Most of the time though, Felix Dennis is ruthlessly honest but kind.

### The message

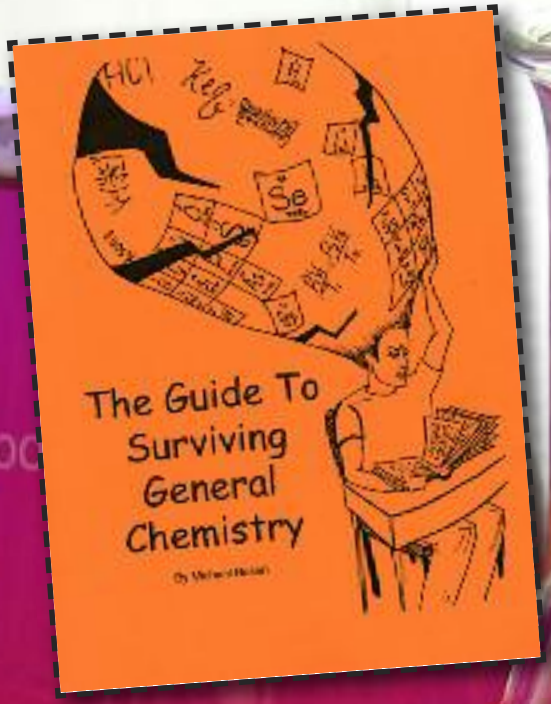
The main message of the book is "are you sure you want to get rich?" The author brutally forces you, again and again, to question whether you *really* want to ever get rich, or if you merely enjoy daydreaming (there's nothing wrong with that Dennis notes). If you do, great, the book provides some inspiration to act in form of stories, and practical tips and advice to help you along the way.

### Success according to Dennis

If you do decide you do want to be rich, it doesn't take much more than some intelligence, thick skin, a solid work ethic, some cunning, and a good dollop of luck. The admittance of the role of blind luck is in fact one of my favorite things about the book. The other attributes are usually well covered in any old business book, but luck is rarely ever mentioned - few people are honest enough to admit that they got lucky.

### The end

I wanted to write this review without including any quotes from the book. Quoting would not do it justice. If you want to get rich or merely be entertained for a couple of evenings, just go and buy the book. It's less than ten bucks on Amazon.




# a student's unusual academic success

text MICHAEL ROSEN

**Have you ever wanted** to do something that you just never got around to doing? Has there ever been a time where you had a particular goal that you never quite managed to reach? Have you ever regretted not doing something that you were fully capable of doing? Unfortunately, most of you have probably answered yes to these questions. In today's world we are all so consumed with so many commitments that no one ever really has the time to do anything that they want to do. Whether you have children, a job, schoolwork, a dog, or even all of the above, when is there ever time for ourselves?

**It was my junior year** of college when I realized that I was tired of always putting things off and postponing my dreams. I had a great idea for a project that I wanted to embark on that I had hoped to be a major accomplishment and maybe even earn me some extra money. I promised myself that I was not going to push this project off and that I was not going to stop until it was finished. Six weeks, 200 pages, and a few sleepless nights later, I wrote my very own book.

You are probably sitting there thinking to yourself how in the world a 20 year old kid writes a book. The answer is simple, I had the motivation and the determination to set out and write it. I didn't let myself postpone it until a later time, and most importantly I had the knowledge and the direction for where I wanted to go with it and I never looked back. The outcome was a very unique chemistry self-help guide that was written by a student and designed for his fellow students. The book titled, *The Guide to Surviving General Chemistry*, is the only chemistry book out there that takes on the perspective of a student. Most textbooks are written by professors and are very dense and sometimes hard to understand.

**Being a student** that has done very well in chemistry and has had a very successful chemistry tutoring experience, I decided that I wanted to write a book that will benefit all students taking general chemistry courses. I wanted to make students' lives much easier in the very frustrating and difficult subject. I know exactly where students get confused, and the typical mistakes that they tend to make on general chemistry exams. I was able to put it all together into a very easy to read book. I knew my approach to learning chemistry was very effective and with my easy ways of remembering concepts and my own mnemonic devices, I knew I wanted to write a book and so I did it.

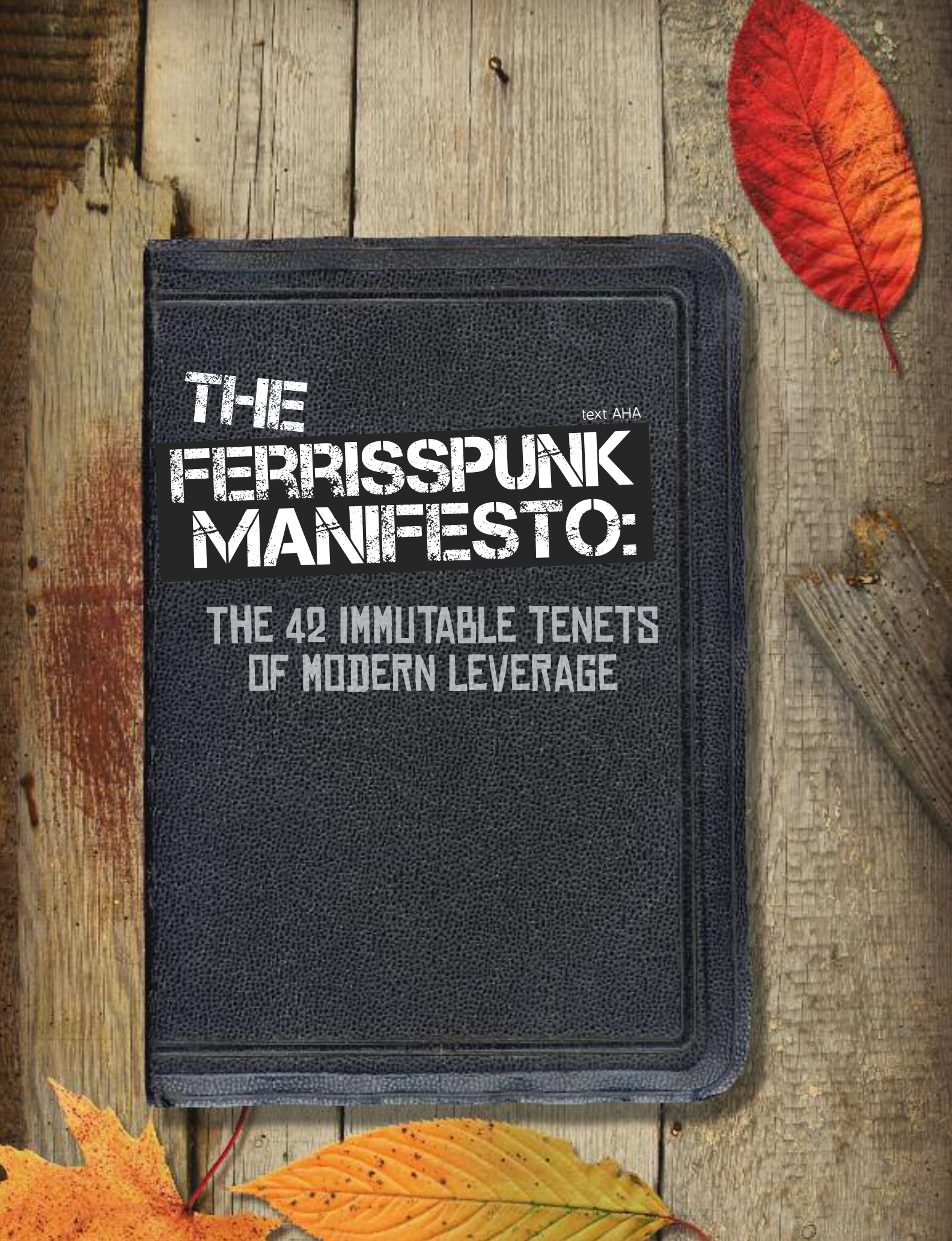
**Writing the book** was only half the battle. I had to make it known that the book was available for purchase and I had to prove that this book was different than any other chemistry book out there. Once again, being determined and motivated by my goal, I was able to accomplish yet another hurdle. Through my efforts I was able to get the book adopted by numerous bookstores at the University of Delaware as well start a website for the book to foster online sales. I learned how to create the website, www.survivechem.com, on my own and was able to develop it in such a way to get my message across. The book has been available for about two and a half years and I have already sold over 3,000 copies. With this said, I would like to offer a challenge to those of you reading this article. I challenge you to do something that you have always wanted to do but never had the time to do it. Time should not be an excuse because if you really want it that bad, you will make the time to do it. As May West once said, "You only live once, but if you do it right, once is enough."

*www.survivechem.com*
*survivechem@gmail.com*

If you read my editorial in this issue ("American Dream 2.0") you will recall that I coined the portmanteau "ferrisspunk" (cyberpunk+Tim Ferriss), by which I intended to describe a version of Cyberpunk where Utopia and Dystopia exist in parallell, creating what I call Adventopia. In this setting the pitfalls are many but the treasures to be found equally plentiful. I also heralded Tim Ferriss as the Machiavelli of our age, pointing out that there are many fine hidden depths in what many more simple-minded detractors might see as just a sleazy snake-oil tome of greed.

Of course, to find that elusive cyberpunk booty you need an "X marks the spot" map with the right GPS coordinates. And that is where we come in. In this article I shall attempt to put the *4-Hour Work Week* on steroids and extract the underlying principles at work, that you may use them in your surthrival efforts.

This is of course a highly subjective and speculative work, as in many cases of all too hasty exegesis. I do not claim that this is a complete list of Tim Ferriss principles; in fact, I probably overlooked a whole slew of them. I think this list might still prove useful, however.


THE
text AHA
FERRISSPUNK
MANIFESTO:
THE 42 IMMUTABLE TENETS
OF MODERN LEVERAGE

1 The ferrisspunk understands **leverage**. This is the Master Principle, the *sine qua non* of the Ferriss *Weltanschaaung*. By leverage we mean the ability to apply force multipliers to one's efforts, so as to magnify them far beyond the potential for productivity that a single individual holds. If we should choose to get all buzzwordy, we could also think of leverage as cybernetic synergy, where multiple systems come together and create emergent properties that express values far greater than the sum of the individual parts. However, for something to be multiplied it needs to be multipliable in the first place. Traditional work in the *time & effort economy* typically is not. You can only scrub so many toilets (or write so many TPS reports) for the corporate overlords in a day, literally and metaphorically. You need to be in the *creativity economy* to be able to wield leverage.



2 If leverage is the underlying theme of the ferrisspunk's activities, then **execution** is the chief virtue. It is not enough to have good ideas. *Doing* stuff is what the ferrisspunk lives for. Power to act, what we in Sweden call *handlingskraft*, is a huge competitive advantage in this world of apathy. While most people need to have commands hammered into them mercilessly by the media in order to take action, the ferrisspunk is self-propelled and always strives to apply the concepts he learns. Mention something in passing to a ferrisspunk and find yourself a bit creeped out when he returns a few weeks later with a full implementation.

3 The ferrisspunk is **super-empowered**. Being agile, adaptable, capable, creative and multidisciplinary, he and his team often get results that far surpass those of eg clunky megacorps or full-blinders-on gov't agencies. This is asymmetric warfare applied to life – getting billion dollar results with thousand dollar cash outlays.

4 The ferrisspunk believes the ideal lifestyle is something to be actively engineered, not something that will fall into one's lap for a sexy crotch-dance without encouragement. Hence the term **lifestyle design**. Tim Ferriss advocates the *dreamline:* a dream with a deadline. Find out what you want and reverse-engineer the true costs of it. Also, test your dreams regularly so they really are all that. Ferriss believes most people live *the deferred life*, where one toils until 65 in the hopes of finally getting to enjoy life.

5 The ferrisspunk does not hold income alone in high regard. The megabux are worthless if you are a de facto prisoner of your lifestyle. **Time+mobility+income** is the ferrissian formula.

6 The ferrisspunk does not believe in the standard retirement model, choosing instead to go on frequent **mini-retirements** instead of saving it all for later. This way, the batteries are frequently replenished and one balances in the sweet spot between too much work and too much idleness.

7 The ferrisspunk lives for **eustress,** also known as *flow experiences* or positive stress. To always have an abundance of exciting projects, growth experiences and positive developments on one's plate, that is the good life.

8 The ferrisspunk is a master **reverse engineer**, possessing in his mental arsenal a plethora of tools for breaking down complex learning challenges as well as back-tracking what successful people did to achieve their outcomes.

9 The ferrisspunk strives to be **location-independent** in his dealings. I'm not quite so place-agnostic, as you can probably tell from my various pro-Sweden screeds and rants, but the concept is fascinating nonetheless.

10 The ferrisspunk can deal with **information overload**, simplifying operations so that the mind is not stressed out by a gazillion new stimuli every day. The ferrisspunk goes on info diets regularly. If something really is THAT important your 6000 daily blog feeds are probably overkill, as you will likely get it straight from your local food serving specialist at Hooters or something like that.

11 The ferrisspunk is a master of the outsource and **delegates** everything that he is not a superb star performer of himself, using *virtual assistants* to do most of his administrivia for instance. He does not have NIH[1] Syndrome. He frequently uses *crowdsourcing*, getting his fans to do his work for him. Crank those widgets, fungible worker-drones.

12 The ferrisspunk has found his **niche**, knowing that it is better to have *1000 True Fans* rather than aiming for the lackadaisical ADD "attention" of millions.

13 **Dismantling assumptions** is the ferrisspunk's modus operandi. Humans have a lot of cached thoughts, stuff that was once computed and disseminated by someone, and is now widely accepted by most everyone as matter-of-fact. The ferrisspunk is hyperskeptical, attacking all settled beliefs and trying new approaches. Whereas most people consider the knowns and what they can do with those in mind, the ferrisspunk begins with the end in mind and tries to find a way, no matter how coked-out the course.

14 **80/20 thinking** is the eternal guideline of the ferrisspunk. Less is more. Fire 80% of your customers/workload/assignments/ whatever and keep the 20% that provide the most reward and the least headache.

15 The ferrispunk deeply understands **scalability**. Paradoxically, there are two schools of thought: one eschews scaling, preferring instead to keep things small and have personal oversight. This is to avoid setting up organizations that pull in too many different directions, leading to *friction costs* [2] and sub-optimal results. In other situations the ferrisspunk is a merciless scaler and will use the full gamut of techniques from outsourcing to cloud computing in order to scale up without hick-ups. It all depends on the context.

16 The ferrisspunk is **not reactive**, which means that he is not a slave to external events. Instead, he is *response-able*, ie able to take stock of facts and chart his own course, no matter what direction.

17 The ferrisspunk is a **singletasker**. Multitasking is inefficient since it creates a lot of overhead every time the brain has to do a context switch and dump out old state and load up new data. The creative spider in the outsourced web is the most fragile part of the supply chain, since it is dependant on one or a few humans, with limited time, energy and focus. Hence this part needs to optimized, and singletasking is the way to do it.

18 The ferrisspunk is **non-perfectionist**, realizing that everything is a work in progress. Release early, release often. Use *rapid prototyping* to see what works and get valuable feedback early.

19 The ferrisspunk **welcomes failure**, understanding that it provides vital experience and learning. From an RPG perspective, Real Life almost seems to give you more XP for failed attempts than successfully completed quests.

20 The ferrispunk has **situational awareness** and *entrepreneur mindset*. He stays eternally vigilant, always observing the eddies and whirls in the info-warp, always scanning for opportunities. Once he detects an opening, he pounces, bringing a storehouse of Shake 'n Bake company-building methodologies to bear in order to execute.

21 The ferrisspunk is a **minimalist**, shedding unnecessary status-symbol junk and meaningless corporate-type busy-work, and focusing instead on the fundamental few, whatever they may be, that get the job done in the least intrusive way. Tim Ferriss is a big fan of books like *Walden* by Thoreau, believing that experiences are more important than possessions. When designing products, the ferrisspunk reads books like *Rework* by 37signals, which promotes putting in *less* features than what your competitors offer, but making them of higher quality.

22 The ferrisspunk is a **lifetime learner**. He considers academia far too rigid, testudine, and inside-the-box to be an interesting learning arena. Instead, he is the autodidact's autodidact, shedding all fat from the edification process, whilst still being capable of in-depth learning.

23 The ferrisspunk is a die-hard **long term optimist**, as a way of preserving sanity and upholding operational efficacy – not necessarily because the world warrants such an attitude. Interestingly, the ferrisspunk is also a staunch short term pessimist, safeguarding against negative emotional state by not having unrealistic expectations.

24 The ferisspunk is a **networker**, realizing that human capital is of supreme importance, much more so than having money.

25 The ferisspunk has keen eyes for **arbitrage**. In the financial world, arbitrage means identifying value mismatches with NO inherent risk at all and exploiting them. Arbitrage gets really interesting when we are dealing with spheres where the value mismatch is not easily recognized and quantified, requiring a skilled middle-man exploiter. One example of ferrisspunk arbitrage: getting your income in a high-value first world luxury currency (Norwegian crowns), living in a run-down banana monarchy where said currency has much better buying capacity (Sweden).

**26** The ferisspunk is a chronic **experimenter**. He treats everything, from choice of food to philosophy to friends, as a trial run to be evaluated, tweaked and analyzed.

**27** The ferrisspunk is a **pragmatic stoic** and a master at dealing with the Scylla that is one's own emotional state. Perusing the writ of Ferriss, we find treatises on how to deal with haters[3] (expect them, see them as a sign that you're doing something right), how to deal with the entrepreneur's blues[4] (harness the ride for your purposes) and how to use ancient stoic philosophers for practical pessimism[5] (train for hardship and failure so you can better weather them when they come).

**28** The ferrispunk is **metrics-driven**. When in doubt, measure the data and run split tests. Often we can get counter-intuitively great improvements from relatively small changes in eg user interfaces.

**29** The ferrisspunk is a master of raising money and otherwise inciting action using his own carefully-crafted **public persona**. He does not crave fame for its own benefit, but he certainly knows how to leverage it to the max. While some would label him a shameless self-promoter, I see it for what it is: doing whatever's necessary to serve the mission.

**30** The ferrisspunk **loathes bureacrats**, shying away from dependency on byzantine government regulation and partaking not in the unholy rimming of fat-cat sadist gate-keepers. He would rather take a financial hit than have to deal with the power-procrastinating batrachian members of the various managerial echelons of society. The ferrisspunk is a slick dude in power armor&jet pack on special ops missions whereas other businessmen are bootlicking bayonet-goaded conscript latrine-diggers dumped in the quicksand hell-pits that is modern bureaucracy.

**31** The ferrisspunk understands that to prevail in the race-to-the-bottom global labor economy, one must possess a **Unique Selling Point** of some form. The ferrisspunk strives to make himself indispensable[6] through *deliberate practice* [7], thus becoming *so good they can't ignore you* [8]. For a unit of work to be un-outsourceable, it requires a unique seed that cannot be easily duplicated (ie YOUR special-snowflake creative soul). If it doesn't have this, the powers that be will quickly commoditize it and turn it over to the indolent bubblegum-chewing slackers in the time & effort sector. For you to get rich outsourc-



ing your metaphorical toilet-scrubbing, there must be some part that CANNOT be outsourced. America is about to learn this the hard way...

**32** The ferrisspunk understands **how the mind works**. It's no coincidence that Tim Ferriss is interested in nootropics (IQ-boosting drugs) and functional MRIs (cyberpunk brain-scanning technology). And it's no coincidence that I harp on about evolutionary psychology and cognitive heuristics & biases all day long. Understanding the human mind today can lead to great power, as one is better equipped to immunize oneself against unwanted influence, maximize one's potential, preserve one's Sanity Points in a world that is battery acid to the psyche, and last but not least: use the knowledge to influence others.

**33** The ferrisspunk is a master of the **brainstorm**, preferring ideas that are highly malleable, mashable, mixable, and scamper:able[9]. He slices, dices, squeezes and pleases information in umpteen ways. There is a place for *Kaizen*-style slow&steady improvement of existing designs, but you need to be able to quickly mutate your brainchildren to gain sufficient leverage and market-fit.




**34** The ferrisspunk is obsessed with **physical fitness**, ahdering to that old adage: *mens sana in corpore sano*. Becoming more bad-ass seems to be a commonly shared wish in these circles – for instance, the title of Tim Ferriss' upcoming book is *Becoming Superhuman* [10].

**35** The ferrisspunk is interested in **Augmented Reality**. This goes deeper than nifty Iphone toys. Augmented reality is in essence the melding of digital choice with analog experience. Cyberspace has instant gratification, infinite options and availability of fresh stimuli 24/7, but Real Life has orgasms, flesh'n'blood relationships... and liquor. Combine the two and magic happens.

**36** Ferrisspunks are masters of **designer value**. In the age of the Internet, value is everywhere. Whereas in the 50s people were OK with 2 channels on TV and that was that, today we need to be mastersmiths of valueforging. We need to pinpoint exactly whom we want to attract with our valueladen fly-paper, 1000 True Fans-style[11], and create a customized bucket o' value that will attract our chosen subniche. I like to think that I am a pioneer in the field of specialized value cocktails, as this very magazine issue was created to gain just *one* true fan. Guess who ;)

**37** Ferrisspunks know how to drum up **viral traffic** frenzies. Learn the art of the linkbait. Chum thine waters with yummy blood so that thou may command many laser-bearing sharks in thy cyberpunk navy. Eh, yeah...

**38** Ferrisspunks seek out positive-sum games aka **win-win situations**. The ferrisspunk does not believe in zero-sum (mostly). He does not fight over pieces of

the established cake, he grows his own monster of a self-generating mutant bakery-spawn.

**39** The world is moving toward **Freemium,** in which most of the product is given away for free to the customers, while fees are charged for advanced/premium features. The ferrisspunk thrives under this system, seeing it not as a detriment but a boon that most of the customers should get the goods for free.

**40** The ferrisspunk also grasps the value of baking **uncopyable intangibles** into your work, so that it remains profitable in a world where all data can be effortlessly copied and shared for free. Who knew metaphysics could be a form of DRM? Kevin Kelly, editor of *Wired*, gives us the following[12]: Immediacy, Personalization, Interpretation, Authenticity, Acessibility, Embodiment, Patronage, Findability.

**41** The ferrisspunk is pragmatic and **uses tech selectively**. Tim Ferriss does all of his note-taking and brainstorming on paper, for instance, and has yards and yards of notepads with various schemes and reverse-engineering jottings-down. I find this to be in line with the cyberpunk ethos, where high meets low and new meets old.

**42** The ferrisspunk is obsessed with **conquering fear** and limiting beliefs[13], and becoming all you can be. This also ties into what Kevin Pressfield calls *The Resistance* [14].

That's it for this time. Ferrisspunks of the world unite! Please send your comments on this to *editor@interestingtimesmagazine.com*

**[1]** Not Invented Here. Often seen in programmers, this is an obsession to reinvent the wheel instead of building on the work of others.
**[2]** And I'm not talking about really expensive lubed-up Realdoll clone armies...
**[3]** http://www.fourhourworkweek.com/blog/2010/05/18/tim-ferriss-scam-practical-tactics-for-dealing-with-haters/
**[4]** http://www.fourhourworkweek.com/blog/2008/10/03/harnessing-entrepreneurial-manic-depression-making-the-rollercoaster-work-for-you/
**[5]** http://www.fourhourworkweek.com/blog/2009/06/10/the-practicality-of-pessimism-stoicism-as-a-productivity-system/
**[6]** http://personalmba.com/seth-godin-linchpin-indispensable/
**[7]** See the paper "The Acquisition of Expert Performance and Deliberate Practice" by Dr. K. Anders Ericsson.
**[8]** http://www.calnewport.com/blog/2008/02/01/the-steve-martin-method-a-master-comedians-advice-for-becoming-famous/
**[9]** http://www.brainstorming.co.uk/tutorials/scampertutorial.html
**[10]** http://www.fourhourworkweek.com/blog/2009/06/22/the-next-book-from-rapid-fat-loss-to-strongmen-a-guide-to-becoming-superhuman/
**[11]** http://www.copyblogger.com/20-steps-1000-fans/
**[12]** http://www.edge.org/3rd_culture/kelly08/kelly08_index.html
**[13]** http://www.fourhourworkweek.com/blog/2008/12/28/the-incredible-hulk/
**[14]** http://lifehacker.com/267724/beat-resistance-with-the-war-of-art

# Do as I think not as I say:

text MR TWENTY TWENTY

## reverse-engineering the mind of Tim Ferriss

Just repeating the thoughts of the person you want to model or duplicate, without repeating their actual THINKING PROCESS, will get you frustrated and burned out fast. Tim Ferriss followers are great examples of this. Everyone who reads Tim Ferriss gets two major thoughts stuck in their head – thoughts that are very useful. But the reason they can't fully act on these thoughts, is that they don't duplicate THE PROCESS that generates those kinds of thoughts and the process that puts them into action.

**First Tim Ferriss** thought that people keep repeating like zombies: "outsource everything". Do only what you absolutely need to do, and get other people to do everything else. Especially if YOU aren't good at a task, outsource it. Ferriss outsources almost everything, so he can focus on what is fun, profitable, and energizing for him. This is a great THOUGHT to incorporate into your life, but unless you learn how to incorporate his THINKING STYLE, you will be just another Tim Ferriss wanna be, who for some reason doesn't outsource anything, but tells the world about outsourcing. Great for Tim, because you will be a walking billboard for his book, not great for you, because you will still be working more than 4 hours a week.

Second Tim Ferriss thought that people walk around parroting: "live outside the box". Tim Ferriss is the absolute master of living outside the box. He won the Chinese Kung Fu championships by "living outside the box", he won the world tango competition by living, training, and dancing outside the box. He made his first million, by building his business and his business models outside the box. So your temptation, will be to repeat his THOUGHT of his, "live outside the box", but like over 80% of the people who attempt it, you probably won't succeed, unless you...

> "It's the difference between listening to Frank Sinatra singing Frank Sinatra, or Ozzy Osborne singing Frank Sinatra. They both can sing the same words, but what is BEHIND AND BEFORE the words is what really matters."

Begin perceiving and processing the world like Tim Ferriss. It's my job to help you do that.

**To actually** Model Excellence, you need to perceive and process the world like Tim Ferriss, you've got to stop repeating the end result "thoughts", and start duplicating his inner process, his "style of thinking". It's the difference between listening to Frank Sinatra singing Frank Sinatra, or Ozzy Osborne singing Frank Sinatra. They both can sing the same words, but what is BEHIND AND BEFORE the words is what really matters.

**Here's the problem.**

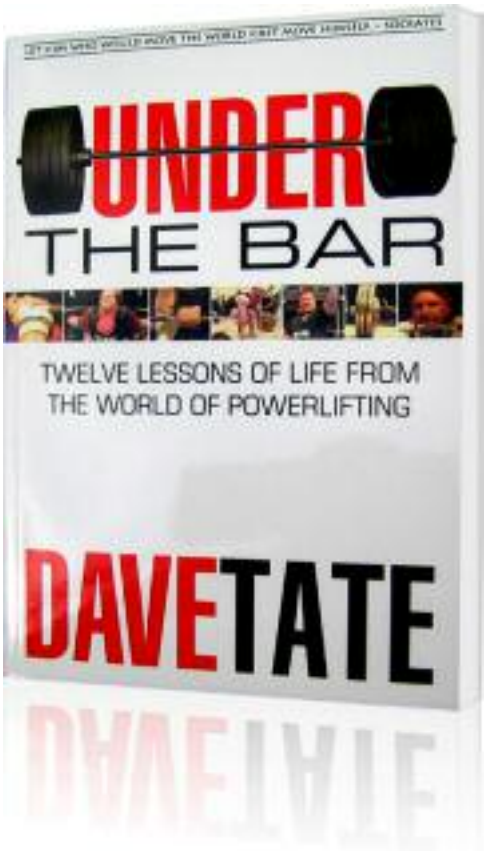
It's hard as hell to write about this stuff. It's easy to "write thoughts" like "outsource everything" and share them. It's much more difficult to actually write about "the process behind and before thinking", which is where the high octane power is. But there is a way for me to share it with you. I am giving away my videos to the readers of Interesting Times.

I just have one request, while at the Mind Hack Video Site, register for updates, because if you get my updates, and use them in your world, THE WORLD at large will kick ass even more. So, go watch the videos, prepare to be a tiny bit confused, then go watch some Tim Ferriss videos, and come back and watch my Mind Hack Videos again. And register for updates. You will get results, and you will be glad you did. Thanks, Mr Twenty Twenty.

http://mindhackvideos.com/favorite-mind-hacks/mindhacks-tim-ferriss/

text RAFE BROX

# Under the bar review




**Dave Tate isn't your average powerlifting mule. Yes, he's a seriously strong motherfucker, but he's also got a pretty sharp head on his shoulders. Seriously, look at the author photo – the dude looks like a big, angry, sawed-off Conehead. You get that strong by spending a lot of time picking up heavy shit. Along the way, Tate has also picked up an approach to things other than lifting, using the same approach.**

The jacket text summarizes Tate's thesis: "Everything that you need to succeed is usually right in front of your face. You just have to know when to recognize it."

I have no idea if the words "Dave Tate" and "thesis" have ever appeared in the same sentence before. He doesn't come across like an academic (though he does discuss his collegiate academic career, spanning his stints at both Bowling Green State University, and the University of Toledo). Unsurprisingly, he comes across like a guy who spends a lot of time in the gym and in an office with shitty fluorescent lighting, and doesn't have time for euphemisms, corporate jargon, or bullshit. He treats the subject like a bar loaded with plates – it's something to be looked at, assessed, addressed, and put down.

Tate frames each chapter around a core tenet, and kicks each one off with a handful of quotes from people you've probably heard of. It's certainly not a bad trick, though he could do with a bit less repetition (believe me, I think Vince Lombardi was a smart man, too, but he said a more smart things than are repeated here). As far as being a self-help guide, you could do a lot worse. There's nothing groundbreaking in what he says – honesty, integrity, hard work, the desire to keep learning, and good decision-making never go out of style. There's no cheerleading or hand-holding going on here. In comparison to more traditional leadership and professional development books, there's a lot of overlap, which isn't that surprising. There's a reason that 5x5's, squats, and deadlifts are still essentially universal training constants – the basics for success don't change a hell of a lot, either. In *Under the Bar*, they're just laid out in Tate's plain-spoken, blue-collar Ohio manner.

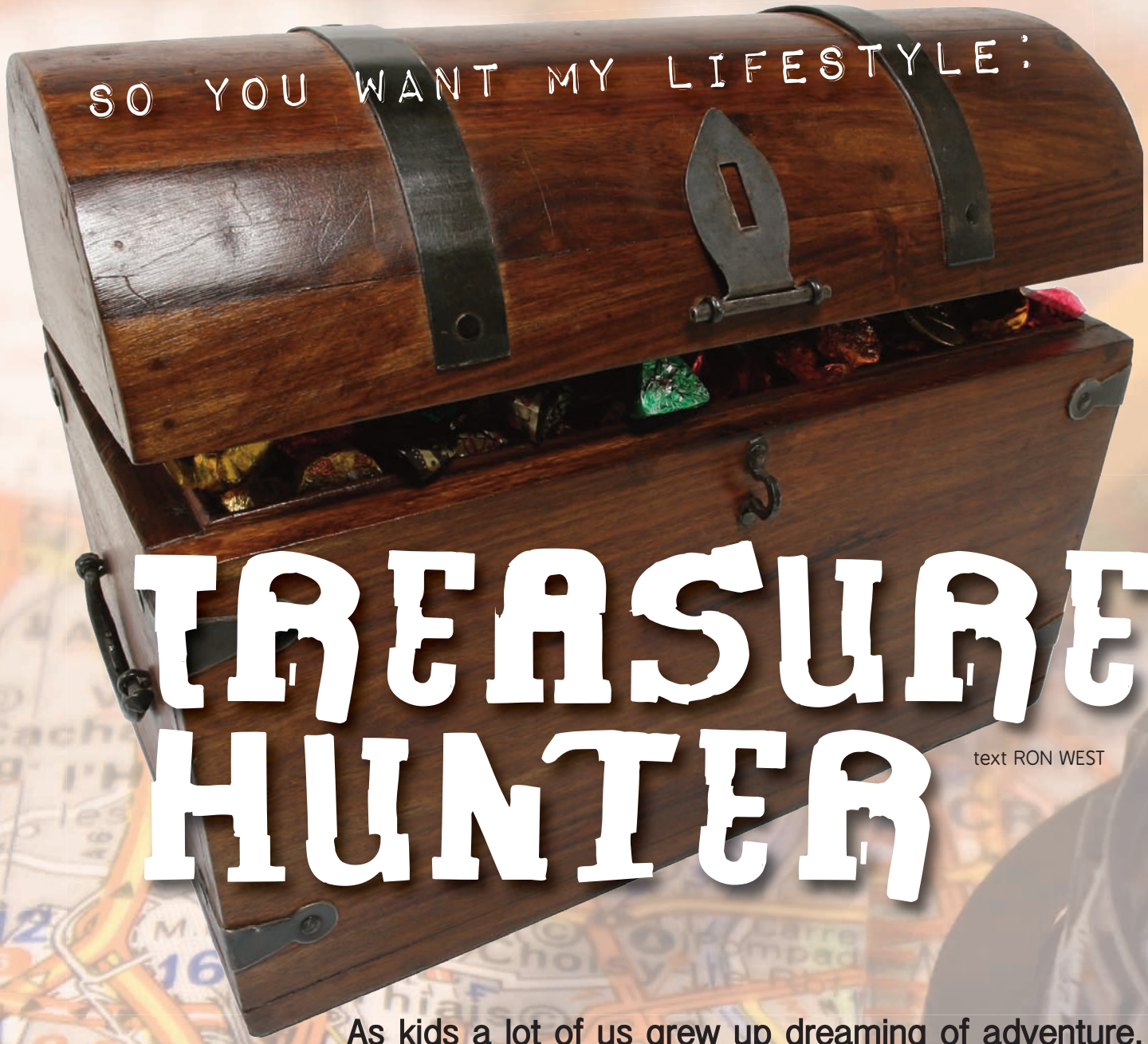
**If you're casting** about for focus in your life outside of the gym, Tate provides some straight talk, like an uncle who doesn't have to bullshit around to say what is on his mind. He gives examples of how he's applied lifting philosophy to business, and, with minimal mental gymnastics, it's serving him fairly well. Maybe it'll do the same for you. Between what he says and what people who probably wear suits (instead of the ubiquitous black hooded sweatshirt Tate is famous for sporting), I have to say I prefer his delivery, since it doesn't fuck around. You get the feeling that he's just putting this out there, and doesn't really give a shit if it changes your life or not. Basically, what he's saying is, "This is what I did, and what I thought, and here's how it worked for me. I've got a good family life and run my own business, and am doing pretty okay here."

This book is a chilly March afternoon, with the kind of stiff breeze that means you'd better drink your fucking beer as you stand on your back porch before your hand goes numb, not sipping some fancy scotch in a highball glass in some clubby back room with a big fire and the ghost of cigar smoke. In short, *Under the Bar* is a far, far better book than *5/3/1*, primarily because it has a lot fewer pictures of Jim Wendler in it.

SO YOU WANT MY LIFESTYLE:

# TREASURE HUNTER

text RON WEST



As kids a lot of us grew up dreaming of adventure, maybe even pretending to be pirates or outlaws. We would bury the spoils of our playtime in the back yard or maybe the local park with plans to dig it up the next time we entered our fantasy world.

For some of us, we never outgrew part of that fantasy and today we are called treasure hunters. Every true treasure hunter is hoping to make that one find that will allow him or her to continue chasing the dream as a full time job but only a few will succeed at making a living as a treasure hunter. That's why it's called treasure hunting and not "treasure finding".

"Just to give you some perspective, a famous treasure hunter named Mel Fisher discovered the Atocha, a sunken Spanish galleon, just off the Florida Coast several years ago. His family is still recovering the treasure from this ship wreck and it is estimated that when they are finished with the recovery just from this one ship, they will have brought up over FOUR HUNDRED MILLION DOLLARS worth of treasure. The ship wreck is in water that is only 60-70 feet deep. Are you ready to learn to scuba dive yet?"

There are several kinds of treasure hunters. You can search for sunken treasure, you can be a cache hunter, someone who looks for buried money like that left behind by outlaws or pirates or the Spanish, you can be a coin shooter, a relic hunter, a gem hunter, a bottle hunter and on and on and on. You can even use a detector to hunt for meteorites that have fallen from the skies. I find that I am particularly suited to cache hunting.

Even though you see stories about treasure being found in different parts of the world the odds of finding "the big one", something that you can retire on, aren't very high. I think the odds are better than winning the lottery but they are still pretty slim.

**If you think** you would like to search for sunken treasure then you will need to learn how to scuba dive and unless you are independently wealthy, you will have to do your hunting when time and money allows or you will need to learn to grovel for money from investors.

In my opinion, hunting for sunken treasure as it relates to an entire sunken ship is probably the most expensive and dangerous treasure hunting there is. You have to literally have a boat load of equipment and a lot of time. You also have to be willing to deal with the government for your permits and their share. Hunting for sunken treasure is something you should always do with at least one partner just because of the dangers involved.

If you live in the right areas or go to certain areas on vacation then you can work the shallow waters with an underwater detector and find things from the sunken ships that have been pushed closer to shore by storms.

**This brings us** to metal detecting. If you just want to swing a detector to find lost items then you can do this in several ways. The first is called coin shooting and usually means going to old home sites, parks and other grassy/dirt areas where people have spent time and hopefully congregated in groups for many years. These types of places will bring you finds such as old coins, toys, buttons, jewelry and tokens.

With a metal detector you can also do what is referred to as beach combing.

**This is just** what it implies, you are combing the beaches looking for things that have been lost by the locals and the tourists. This is also a big thing in the areas where there are known sunken treasures in shallow waters. Big storms stir up the bottom of the ocean and bring up what used to be sunken. Beach combing is especially big and can be very profitable right after a hurricane has come ashore in the areas such as Florida where there are several sunken ships known to be just off shore. The hard core beach combers will be on the beach sometimes just hours after the main body of a hurricane has passed through and while it's still raining, just to have the first chance at finding anything really good that may have washed up. These hardcore beachcombers are finding silver and gold coins and even gold jewelry from the old Spanish wrecks that sank in shallow waters just off the coast.

You would think that over the years all of the treasure on the bottom of the ocean would have already washed up but it hasn't.

There is so much of it out there that it just keeps coming and when you add to that the technological advances that are constantly being made with metal detectors that give you more and more depth, the chances of finding a little piece of a sunken treasure get better and better.

**Just to give you** some perspective, a famous treasure hunter named Mel Fisher discovered the Atocha, a sunken Spanish galleon, just off the Florida Coast several years ago. His family is still recovering the treasure from this ship wreck and it is estimated that when they are finished with the recovery just from this one ship, they will have brought up over FOUR HUNDRED MILLION DOLLARS worth of treasure. The ship wreck is in water that is only 60-70 feet deep. Are you ready to learn to scuba dive yet?

"The general consensus among non-treasure hunters is that buried treasure doesn't exist and if it did, then there is no way some one is going to leave a map behind for you to find it. This is completely false! Treasure is out there and so are the maps."

With a metal detector you can also be a relic hunter. Relic hunters mainly search for relics from the past and a lot of that searching revolves around the Civil War.

Civil War relics is a big business these days with everything from uniform buttons to musket balls to entire cannons being found and sold. The relic hunter will spend just as much time researching to find just the right area as they will detecting that area.

**A lot of this** research is done by looking through old newspapers from the time, history books and old magazines to see where old encampments were located, where small skirmishes or battles took place and even where field hospitals were located.

Relic hunting has its own challenges because if you find a spot that was there during the Civil War that doesn't have a shopping mall on it now, it is probably overgrown with brush or tall grass or trees or a mix of all of these. The longer something has been laying on the ground the deeper it usually is in the ground. This means that when you buy your detector(s) you need to get something that is designed to hunt relics. Most relics are found between two inches and 18 inches deep although you occasionally run across some of the bigger stuff like a cannon that can be several feet deep.

I can tell you that once you have your first detector and make your first finds, one detector will never be enough. There are a myriad of detectors on the market, a lot good and a few bad but they are all designed to do different things. A coin hunter will use a different machine than a relic hunter. A cache hunter will most likely have two or more machines that are designed to find different things or work in different ways. Detectors are like computers or cell phones, they are always coming out with something just a little better. With that said, there are a few old detectors out there that just haven't been improved on by technology.

What is it like to be a treasure hunter?

If you ask a treasure hunter that on a good day you will be told that it is exciting, extremely fascinating, fun, adventurous and without a doubt, the best thing you could ever be doing.

**If you catch us** on a bad day the answer can be a lot different. Don't let anybody fool you, unless you are one of the luckiest people in the word treasure hunting is a lot of work and as a hobby, it can get to be expensive. It can be dangerous at times, tiring and very frustrating.

If you are wanting to be a cache hunter, looking for treasure left behind by the different groups such as outlaws, pirates, the Spanish and the French then you have to realize this type of treasure hunting is about learning and more learning and researching and **then** spending a lot of time on a site.

To start with you have to find a treasure site to work. This is generally the easiest part of the hunt. A professional treasure hunter said many years ago that just about everyone lives within 20 minutes of a good treasure site. These days that might not be so true but I would be willing to bet that you could find one within an hour's drive of almost anywhere.

**Once you have** your site you have to know how to work it and to do that you have to have a good idea about who made the site. Was it an outlaw, the Spanish, the French, a pirate, etc.? Each type of group had their own way of marking a treasure site and each individual, no matter who they were, had their own eccentricities they added to a layout.

To go into all of the different types of treasure sites and clues you might find along the way would take a book, a really big book at that so I will leave it at this; it's not easy.

Each site has its own style and no matter who laid out the site there will almost always be some type of hidden trick or obstacle that you have to find or overcome and that's on top of interpreting the symbols themselves.

**The general consensus** among non-treasure hunters is that buried treasure doesn't exist and if it did, then there is no way some one is going to leave a map behind for you to find it.

This is completely false! Treasure is out there and so are the maps. A lot of people, especially groups like outlaws, pirates and the Spanish left the clues to their treasures carved in rocks and on rock bluffs. Finding these types of clues and even an entire map is almost as exciting as working the map to a hole. It's

also something that happens quite often but if you're not looking at it in the proper way then you don't even realize what you are looking at is related to a buried treasure. When most people see a map or a clue carved into a rock or bluff they assume it is some type of graffiti because they aren't looking at it the way it was intended to be seen.

The day in the life of a cache hunter can vary greatly depending where you are hunting.

**The worst case scenario** is that you are packing in your gear on foot for several miles for a stay in the backcountry of two or more days. This means you are lugging in several pounds of gear and you are already tired before you even start to treasure hunt.

If you are going on a day hike you can still be packing 20-40 pounds of gear around for miles at a time, getting eaten alive by ticks and mosquitoes and hoping you don't run into a poisonous snake or wild animal that will ruin your day. It can mean crawling into tight spaces like a tunnel or dark cave not knowing what else may be in there, all the while you are getting wet and muddy and sometimes cold.

You can be hanging from a rope off the side of a cliff to see a carving that makes you wonder how it even got there or climbing up the side of a mountain because you see something that may be a clue only to find out it's a "J.A.F.R.", just another f–ing rock.

Add to that the fact you may suffer through all of this and not find a single clue or even worse, be more confused than you were when you started because of what you did find.

Depending on where you live, treasure hunting for the most part has two seasons, hot and miserable and cold and miserable. Personally, I prefer cold and miserable but I do my share of hunting in the heat. You do have a few weeks a year spread out over one to two days at a time that are nice weather wise but you can never plan on those days lasting very long.

As I said before, a lot of treasure hunting has to do with research, learning about who put down the treasure you are looking for, trying to figure out what the clues they left behind mean and making them all work together to lead you to that elusive pot of gold or silver or jewels...

**This generally involves** banging your head against the wall quite often and a lot of cuss words. It has on occasion even lead to a few nights of heavy drinking while staring blankly at a treasure map wondering just why the hell I do this.

Sounds like fun doesn't it? All being said and done, I wouldn't trade it for the world. Am I a glutton for punishment? Maybe, but along the way you get to meet a few good friends, learn things about history that aren't taught in schools, and walk in the footsteps of those from the past, including famous or infamous outlaws, pirates and conquistadors. This is something most people don't pay attention to. You are seeing and touching something that was put there by explorers and renegades. How often does someone get to walk in the foot steps of a famous outlaw or pirate or see the marking left behind by a Spanish conquistador that told him how to get to where he needed to be? People pay big money to go to museums to see the kinds of things a treasure hunter finds.

**If that's not enough** for you then consider the puzzle or brain aspect of the hunt. You get to match wits with those individuals who left behind clues to what they hid a century or more ago and you are getting an insight into how they thought and acted back then, without the filter of some book written by somebody who doesn't really know what they are talking about.

It's even a healthy hobby as long as you aren't talking about mental health because there are times when treasure hunting kind drive you crazy! Treasure hunting takes you outside searching no matter what type of treasure hunting you do so you do get your exercise. It keeps your mind young because it involves a lot of thinking and logic. Oh yea, did I mention the pots of coins or the stacks of gold and silver bars?

To be a treasure hunter means being a dreamer and following that dream.

There's an old saying about fishing; "A bad day of fishing is better than a good day at work". This is even more true about treasure hunting. There's nothing else I would rather be doing!

*Ron blogs at http://okietreasurehunter.blogspot.com*

# LIFESTYLE DESIGN FROM THE SURVIVALIST PERSPECTIVE:

text AHA

## AN INTERVIEW WITH JACK SPIRKO OF THE SURVIVAL PODCAST

## INTRODUCTION

Jack Spirko is an Interesting Dude. Take equal parts Robinson Crusoe and Tony Robbins and you begin to grasp what he is all about. The founder of website The Survival Podcast, he has brought together several crucial components which make his project work: Rainman-like levels of knowledge on various topics, top-dollar motivational speaking, an insane work ethic, a well thought out marketing approach, indomitable passion, **really** caring about his audience, and finally the ability to crosspollinate, extrapolate and synthesize concepts in new ways. He is no bore, that Spirko!

What Jack has done with The Survival Podcast is to blend survivalism into a greater framework of self-improvement, community-building and resilience-strategizing, aptly summarized with the show's slogan "Helping you live the life you want, if times get tough or even if they don't". To me, this is exactly the same as our "Survive and Thrive in the Cyberpunk future of today". The only difference is that our domain-specific starting point, or context flavor if you will, is the hacker culture rather than survivalism, but our abstract mental framework is the same.

In my mind, what Spirko is doing should not be seen as just another entry into the body of survivalist thought. Rather, it is a whole new take on the phenomenon, which I would be inclined to call survivalism 2.0 or viral survivalism (Spirko himself just calls it modern survivalism). Through the spirkoist lens, survivalism has been *re-framed* into a fresh and exciting thing, with positive emotional associations, in stark contrast to how survivalism 1.0 presented itself to the world. Gone is doom & gloom, black helicopters, and TEOTWAWKI, and instead we get nuance, breadth, lifestyle tips, can-do attitude, and something that appeals to Generation Facebook.

To really hammer the point home, I'll use myself as an example: for more than a decade, survivalism had been on my radar, but I had always been paying lip service to it, as it didn't have much relevance to my life. Or so I thought. Survivalism was just another cool artifact of Amero-kitsch culture, to be venerated along with 80s hair metal and Arnold movies. But my heart was always with self-improvement. That was the meat and bones of my various life projects. With Spirko, my world of ideas was smacked around and turned on its head. The role of survivalism suddenly clicked and I *got it*. This is why I have listened to over 300 episodes of his show, and will continue to be amazed at his constant willingness to learn and integrate new concepts. I consider this man to be a genius and it would not surprise me at all if his name will be in history books. I hope you will come to the same realization after reading this interview!

# SPIRKO'S 10 TENETS OF MODERN SURVIVALISM

1. Everything you do to "prepare" for emergencies, disasters or economic turmoil should be blended into your life in a way that improves your life even if nothing disastrous ever occurs.

2. Debt is financial cancer! Minimize it, pay it off early and stay away from credit cards.

3. Growing your own food is for everyone not just people that want "organic" fruit and vegetables. To produce your own food, even as little as 10% of what you use reduces your dependence on "the system". If nothing else gardening is good for your emotional and physical health and increases the value of any property.

4. Tax is theft, the best way to combat it is to understand every legal deduction you can take or create. In general I think "the system" is bad but when it comes to taxation either learn the system or hire a damn good accountant to work it for you. Every dollar you keep can be used to improve your self sufficiency, every dollar taken from you can be used to make your dependence on the government stronger.

5. Food stored is an exceptional investment. Food is increasing in cost faster than just about any investment right now and certainly faster than the rate of inflation. You simply can't lose by storing additional food that you use on a regular basis.

6. Plan for disaster in the following order of priority - Personal-Localized-Regional-State-National-Global. Despite the real possibility of a true economic melt down or catastrophic terrorist attack or some other major global disaster the most probable "disaster" for any individual is personal. Loss of a job, loss of a family member, a fire or localized weather event are the most probable threats to impact any individual.

7. Renewable energy is great if you do it in a way that saves you money (short or long term) but your solar panels are not going to save the planet. Man made global warming is a scam designed to force the U.S. into a global taxation system. If you want to promote solar, wind, hydro, etc. the best way is to develop it in a more cost effective manner.

8. Owning land is true wealth.

9. In addition to food, water and other common survival stores use common sense methods of hedging against "disaster". Pragmatic things like, cash emergency funds, good insurance and secondary income streams are not just for people in "the system".

10. Your personal philosophy is more important for you than mine! You are the master of your own life and if you don't agree with my views, great, define, understand and implement your own. The biggest thing you can do is understand that you are in control of your life and that what you do matters.

## QUESTIONS

**Why survivalism? What is the short sales pitch for people who don't know anything about survivalism, or have no interest in it?**

Well first we have to describe what my concept of "survivalism" is. If you want to know how to avoid being tracked by The Illuminati or the inner workings of the New World Order, I am not what you are looking for. To me survivalism is setting up your life with redundancy and sufficient forethought so that you can live your life, on your terms, in your way no matter what happens. It is about knowing what you want, setting up a life with those things in it and being sure you can keep as much of it as possible when something goes wrong, because sooner or later something always goes wrong. To me that is a universal human message that most people are receptive to. I made it my life's work because it is my passion to help people and I know of no better way to help people than to put them in control of their own lives.

**Ah, so survivalism in your mind is basically lifestyle design plus resiliency, or what you might call ruggedized lifestyle design? Is this correct? When Tim Ferriss espouses stoicism, minimalism and pragmatic pessimism as lifestyle philosophies, is he in a way being a survivalist?**

I think of it more as "lifestyle planning" which I started calling it before reading Tim's book. I guess they are similar in some ways but he is more concerned with designing business lifestyles to create freedom for personal time. I am more concerned with planning your personal life simply because as long as you pay the bills it is far more important than



how you get a job done to me. I consider it second nature for business people to eventually sort out business efficiencies; however the best of these let their personal/family lives suffer. Ferris seems to be more concerned with travel, freedom and building a big business, I am more concerned with people building a life where home is a good place to be, not one where you travel to Argentina and pay people in India to leverage a currency ratio.

Don't misunderstand me, our views are very similar in many ways and I don't in anyway want to detract from Tim's methodology because it is sound. The key is it is sound for me and people like Tim. I have thousands of people that listen to my show that don't want to own a big business, they want simplicity, a homestead, freedom to live the way men did 150 years back without giving up the modern improvements we have all come to enjoy. I am not teaching people to design a lifestyle but rather have a plan to live the way they want. I know the differences are minor but I feel my presentation will appeal better to the person who just wants 20 acres, little bother from the government, low taxes and to retire early.

Is Ferris a "survivalist"? I don't know, you will have to ask him, I talk a lot but never put words in another person's mouth. I think he has created a lot of redundancy but if he was hanging out in Argentina and a big quake hit and food supplies were cut off I have no idea how it would work out for him as an example. Survivalism may include business redundancy but it also includes basic lifestyle redundancy.

**How does survivalism relate to Lifestyle Design, a concept invented by Tim Ferriss?**

I am a huge fan of Tim first of all and loved his book. I was probably the only boss on the planet who was willing to give copies of his book to people who worked for me. Anyone who has read it will understand the irony there. Anyway Tim's core belief is that life is short and waiting until you are 65 or 75 or 80 to "retire" is, well, for lack of a better term,

bullshit. We are sold lies by banks, investment advisors and our government. They show us commercials of old people in great physical shape walking the beach carrying their shoes and say "build your future this way". What I get from Tim is, nonsense, build what you want now, today, this moment. You could very well be dead or too sick to enjoy retirement by that point.

Now Tim's approach is really great for a person like me. I am a natural entrepreneur, I love to travel, to speak, to be the type of "subject matter expert" he describes in *The 4 Hour Work Week*. People like me speak Tim's language, we want to own a business, we want to be "out there" and we will work like maniacs to make it happen.

The other side of this though is all the people that are not wired that way. Many people don't want to be in the public eye, they don't want to speak, build a website, some don't want to even travel the globe even if they were gifted with millions. There are countless people that basically just want to be "left alone" in the most positive way you can mean that when you say it. They want their lives on their terms. Living like Tim or like myself for those people would be hell on earth. They just want a small farm or to hunt and fish or to write poetry or to do whatever does "it" for them.

With modern survivalism we teach people to be independent of what I call "the systems" rather than just "the system". We teach them how to be prepared for disaster and for society to crumble around them. When a person does this over time, slowly in their own way they soon develop what can be termed as a "percentage of self sufficiency". Say the person is now 20% independent, sure they need a job but now they either work 20% less or save 20% more. They take the savings and continue to invest in independence. This takes people into at least a semi retirement much earlier than the pipe dream that society insists is the only way. So the two world views (Ferris' and my own) are very similar but they simply appeal to different personality types. Of course many people will combine the two, I certainly have.

**That's really interesting actually.**
**I think that I'm a hybrid of these. Maybe we could say that there is a homestead-explore continuum (metaphorically speaking) of lifestyle design, with some people closer toward homesteading and others more toward exploration and risk-taking.**

I guess so, it does simply come down to choices, some want to travel and be more like Ferris, some find a middle such as you do and others just have a more laid back view of what relaxation is. It is all personal choice. I don't know, for the average person the concept of "designing a lifestyle" seems like something they won't "get" where planning seems more loose and flexible. A design infers complexity even if it isn't; a plan simply means you have a destination and directions. I think that is so missing from the lives of people today. It may sound hokey but no one is going to regret not working harder, making more money, etc, on a death bed. They will regret lost time with loved ones, not following their passions, not fishing or hunting or watching birds or taking pictures. I do think Tim and I lead people to the same place just via a different view of the starting point. The Ferris philosophy simply won't work for the factory worker, roofer, tile installer, etc. unless they move up to entrepreneur and many have no desire for that. You can't outsource such jobs, because if you could your boss would already be employing those people.

**One of the things I love about your show is how you go so easily from low tech to high tech. One minute you are talking about how to build a business on the Internet, the next you will be going over stone age type survival techniques.**
**To me this, is very much in line with the Cyberpunk ethos, where high meets low. Thoughts on how this dynamic can be explored?**

Well let's think about that from a sort of "hacker" view point. One of the most powerful and easy to learn programming languages for the web is PHP. It can be learned by anyone with an aptitude for programming, hell even I can write a few lines of PHP code and I can certainly modify PHP to customize it for my needs. Now, a developer will at some point take PHP to the edge and perhaps move on to another more powerful language, does that mean he doesn't take his PHP skills with him? Does it mean he doesn't stay skilled at it, or stops teaching others about it? One day he may need to build an application and perhaps the server doesn't run Cold Fusion so he uses those original PHP skills to get the job done.

I see survivalism the same way. Sure I have a GPS, I love the damn things! From road trips, to hunting and especially for fishing they really improve my life. I am not going to ignore such a wonderful and powerful technology. Yet I know things can and do go wrong with a GPS, even during "good times". So I will know how to navigate if the GPS fails. When I go into the wilderness I need fire, I carry fire strikers and I carry simple technology, a lighter. Yet I still

know how to make a fire with a bow drill. Why would we turn our backs on ancient wisdom? When we combine ancient skills, what I call "depression era skills" and modern technology we get something far more powerful than just one of them.

**Fascinating. Maybe we could say that you are espousing the motto of Bruce Lee, which he used when putting together Jeet Kune Do, which said "Absorb what is useful, Discard what is not, Add what is uniquely your own".**

I like that view though I haven't ever heard it before. My view of what I do has always been that my plan, my view, my concepts are just that: mine. I own them; I created them both via my internal wisdom and by absorbing the works of others. Lee seemed to be saying I did this for you, I took these arts, made the choices and created a new product more than the sum of its parts, follow this, it works.

With something as big as how you are going to live that won't work, I am more saying this is what I have done, it works for me because it is mine, take what you want from it and from others but you must build the end product for yourself. What I do isn't something you can package like a martial arts system; it is simply a thought process that each individual customizes. Unlike any art where you study under a master, you are the master even when you are clueless on day one.

**One of my favorite shows is the one that you did on how to build a personal brand and an online business. Have you ever considered branching out and doing a podcast on just topics like personal development, business, marketing, etc? I bet it would VERY popular, and it would bring a whole new segment into survivalism. [Note: this question was asked before "5 minutes with Jack" existed]**

I will keep doing shows like that from time to time, maybe once a month or so. What I don't want is to become some sort of "business guru", I was a consultant for very large companies for a lot of my life. I took many of the concepts that I use for myself today to corporate America years ago, those companies were afraid of them. These were things like letting your audience determine your sponsors and giving people content for free and asking them to pay for it if they found it valuable. I really got burned out with the process of being paid for my advice and then watching the customer ignore it.

The show today is who and what I really am, it is my authentic self. I love to teach business, marketing and sales concepts but only from time to time. It doesn't work for me as a business because I care far too much about my customers. When they make mistakes I could fix but they won't act it makes me miserable so I have avoided the "business guru" pathway. When I tell people to plant a garden, learn to make biltong or pay off debt they actually do it. That said when I consult with an entrepreneur and they actually take and use the advice I get a huge degree of joy from that as well. I will always be a teacher, as long as I am teaching survival, the freedom of having personal brand will be at least part of what I teach.

I am kicking around doing a video blog about business and online topics. If I do it will be like 5 minute videos a few times a week. The reality is I think people simply refuse to accept what it takes to be successful in many ways. They want you to tell them exactly how to implement their specific idea. I can't do that, no one can and I won't pretend to try. All you can give people is the way things are, the high level reality, etc. At some point they need to spend more time doing stuff than worrying about what other people are doing.

**What are some unique perspectives you have picked up from entrepreneurship, salesmanship, and marketing?**

Wow, those are really three questions. Let me see if I can point out a thing or two about each one.

On entrepreneurship I have come to the view that the biggest reason people fail as an entrepreneur is that they choose a business based on "market data" vs. passion. I really believe you can make a business work on any and I do mean any subject at all. If you want to be an entrepreneur today, especially in the Facebook/Twitter/YouTube world you have to do something you would do for free, do that or don't bother. The audience on the net today sniffs out any lack of authenticity in milliseconds. You can't do it alone anymore, your audience must help you, they won't help you if you don't love what you do and more so you have to love them too.

On selling, we are all born knowing how to sell, it is only society that beats it out of us. Selling is knowing what you want, finding the need, making a case to your audience and asking them to do business. They say yes or no but that process is the sales process and any average 5 year old is an absolute master of this. So parents yell at kids who ask grandpa to take them fishing or their favorite aunt for a five dollar bill. Ten years

"I CALLED THE LAST MARKET CRASH BUT I AM NOT A FUTURIST, I JUST PAY ATTENTION. I THINK THE NEXT CRASH WILL BE AS EASY TO SEE COMING AS THE LAST ONE BUT I ALSO THINK MOST PEOPLE WILL IGNORE IT."

later they wonder why that young man or woman has a hard time on a college interview or first job interview. Ten more years go by and that young person wonders to themselves why it is hard to ask for a raise, a date or for an investment to start a business. Selling is an inherently human process, if you want to sell, remember what it was like to be 5 years old and build a case to your audience. Temper it with some wisdom where unlike a child you put your customer before your own needs and there is nothing else you need to know about selling.

On marketing, I now believe that the key to marketing is getting others to do the work for you. To believe in what you do and why you do it so much that as I said earlier your customers (at least a core group) literally knows that you love them for who they are and that you want them to do business with you because of that alone. Once you have a group like that today they will go out and market for you. Members of my audience burn CDs and hand them out to total strangers, some printed bumper stickers at their own expense. I never asked for such efforts, this is what people do when you are really passionate and really live your business in an authentic manner. It won't happen overnight but once the fire is lit, nothing can extinguish it other than your own arrogance. So finally when you get this going, stay humble and remember who brought you to the dance.

**That's really interesting, what you are saying about passion there. Is there not a risk to passion business however? That we lose the love when we start monetizing? For instance with Interesting Times I am following my own vision, writing about what I like, and the readers be damned pretty much. Are you saying that I could keep doing this AND make money? Or would I have to adapt to the market to do that?**

You can't ignore your audience but the key is if you follow your passion from day one and never compromise on your DNA you will have an audience that requires very little from you in the way of "change", more likely you will find change resisted even when it is an improvement. That said when your audience says, "we want more on this subject" or "can you put the information in this format" you had better listen and do it if you can. Sometimes this isn't practical, for instance people have asked me to put my audio show into written transcripts on a daily basis. My response has been pretty much FUCK NO, this is a podcast not a written blog, go elsewhere for that. The investment in time, money and resources is better spent on the 99% of my audience that listen to me because they want an audio show in the first place.

That said I did find a reasonable transcriber and some specific episodes are being transcribed at this very moment. These are some of the highly academic versions and this is creating new product to sell to some and enhance the value to my supporting members (as they will get them free), without this request from the minority I would not have found this way to serve the majority. Now look, if I could buy software for 500 bucks one time, have a script do the rest of the work including publishing I might do that but in this case it just doesn't fit.

So if your readers ask you to interview someone that is a good fit, send email, get on the phone, etc, with the guy, if one guy seems to think you should interview say an expert on the mating habits of monkeys on the island of Rio Blanco, file in the folder marked "delete".

"IF YOU WANT TO KNOW HOW TO AVOID BEING TRACKED BY THE ILLUMINATI OR THE INNER WORKINGS OF THE NEW WORLD ORDER, I AM NOT WHAT YOU ARE LOOKING FOR."

The most valuable input from my audience has been in improving the quality of the audio, presentation of the notes, etc. They also suggest a lot of great topics, I read, consider and implement as much of this as I can. Yet in the end if it doesn't fit my belief system, niche and passion it doesn't end up on my show. It may even be a great idea but the key question is does it fit me and the vast majority of my audience.

**Thoughts on how to build passionate online and offline communities, or what is known to Internet marketers as a "tribe" (Seth Godin) or "1000 True Fans" (Kevin Kelly)? What is the magic sauce?**

You know, I tried to figure out the how in that question for years. I was a very successful marketer and sales person but I never really created community. One day I stopped trying to do it on purpose, I lived as who and what I really am. In the survival niche many people hide who they are. I did the opposite, I was totally open. I shared what I was doing, I shared my failures, weaknesses and mistakes along with my successes. The community actually created itself around that level of authentic passion. I know it sounds like a cop out to say to stop trying and be what and who you are and let the chips fall where they may. Yet what I can tell you is that is what actually works. The beauty is if you read Kevin Kelly's piece you realize you don't need a lot of people to make it happen, "1000 True Fans" is enough. My view is if you can't get 1000 true fans after 1-2 years of really hard work, you must not really be following your passion. When you turn on real passion it is magnetic. A magnet will attract iron, that is its nature.

**I'll have to disagree slightly with you there. I have some buddies online (Rantmedia) who have been producing content for 12+ years and they have shitloads of passion, yet they are nowhere near your level of success. What would you say in these cases where people HAVE Gary Vaynerchuk's two success factors (passion + persistence) in abundance, yet they just never make it? What are some common things to troubleshoot? In my view, if you have the fundamentals solidly in place, then you might get radical improvements by just tweaking a few things.**

Well you can't ignore the rules of business no matter how passionate your are. I won't go deep because the flaws with the site you mention are something I could spend hours on but simple things like the lack of RSS, lead capture, a page telling me who these guys are and what they are all about, a clear view of how to spend money with them and more are why they are failing. These are technical issues that are all fixable and your friends would most likely respond to most of what I just said with "but we have that".

Like so many passionate people Rant Media seems to not be capable of visiting their own site as though they are looking at it for the first time. On the home page I get too much choice and not enough information. I see no way to get show updates by email, no rss feeds to monitor things. The only revenue model seems to be selling me some merchandise with their brand on it and repackaged material I can get online. Now things like repackaging and selling your content and selling t-shirts and branded merchandise are fine but you have to 1. make it easy to find and 2. tell me why to buy it. The site you mention is doing neither of those things.

Putting it another less specific way, you can have passion and persistence with say how to fly but if you ignore gravity, aerodynamics, etc, you are going to remain earthbound or perhaps dead if you go screwing around the edge of a cliff. There are basic rules to business and they must be followed.

**You seem to have expert-level knowledge on a bunch of different topics from investing to economics to gardening to firearms to marketing, and the list goes on and on and on. Do you have a specific strategy for acquiring knowledge, or it just a crapload of reading and trying things out coupled with high IQ?**

I read a lot, I have a very good memory and that helps. The reality is I am about 100% sure I have a condition many consider a weakness and I consider a strength. That is a condition called Asperger's, a mild form of autism that generally also includes a higher than normal IQ. The weakness though and the reason many with this issue are not understood is the IQ will only be evident in things you are interested in. I am sure I could learn calculus but I don't give a flying flip about it so I don't put any efforts there.

What I do is suck up knowledge like a sponge, both via research and practical application but only about things I care about. If I don't care about it, it doesn't get into my life or my head. You have to consider how much more "mastery" people would have about the things they love if they ignored the things they simply don't really care about. Our school systems do a good job of forcing people to focus on things they don't care about but at some point you have to take responsibility and live for what you love. I think if more people would just do that they would find out quickly that people like me are not really any smarter than most other people. We simply focus exclusively on the things we know and have an interest in.

**Hah, I hear you on the Asperger's! If I had to self-diagnose myself, I would say I was some kind of Rainman when I was a kid. Of course, I was always considered "lazy" in those areas where I didn't see the point and I didn't really respect a lot of so called "authorities" because they could never answer a simple question of mine: "why?" Having grown up a bit and subjected myself to some quite mindblowing influences (recent example: Prometheus Rising by R.A. Wilson) I have learned that maybe being hyperrational and nerdy wasn't all it was cracked up to and that to be a full human one had to master all aspects of the human condition, not just sit around and program computers and hate the world.**

**I guess what I'm asking is, what lessons have you learned from being different in this way and how have you managed to bring yourself up to speed with "neurotypical" people? For me for instance, misanthropy is one of those things I am struggling with. I see most people as boring, weak and mediocre. I used to think highly of this trait of mine, now it just bothers me because it locks me out from a full range of experiences and is just plain taxing to my mind. You on the other hand seem to be quite enthusiastic and even loving about all kinds of people. How have you learned to cope with your rare type of mind and grow as a human being?**

First let me say I hate the way a lot of the Asperger's online community (many who I am not even convinced have Asperger's by the way) seem to view themselves as superior. When I figured out exactly what Asperger's was, it answered a lot of questions and put me at peace with some of my social issues. It did not however, make me feel superior to anyone, nor see myself as a victim, both of which are common and highly self-destructive views. I read a lot of stuff in what people call "Aspie" forums and it appears many of these people seem to now look down on others who are "neurotypical", perhaps because they felt outcast for a lot of their lives. I find this to be at minimum arrogant and more accurately total bullshit. I am not, you are not and no one in my view is better as a human being than anyone else based on your internal mental status.

People are people and as much love as I have for my fellow man there are many that disgust me based on their actions, rapists and child abusers as extreme examples and idiots that can't drive on the more moderate end of the spectrum. Yet to think myself more gifted than a person just because I view the world differently is something I will never do. I see solutions where others don't even notice a problem, that is who I am. Yet I can't pull off being an employee for more than two years in a row, my resumé prior to leaving the corporate world behind proves that. How can I view myself as superior to anyone else when they can do something I am not able to? Why should I see myself as better than them simply because I in turn can do other things they can't? The world needs us all.

I try to see intrinsic worth in all people but I don't always pull this off! I feel some people are what I call, "mind numbingly stupid", how else can you explain bullshit like who cares if Lindsey Lohan goes to jail or what stupidity the

bimbo sisters of the Kardashian family are bitching about? Yet I try to remember that most people that care about that type of nonsense are simply very far from their paths in life, they are not stupid, in reality they are lost. My hope is that what I do helps a few of them find their way and I know they will turn off reality TV on their own as soon as that happens. In fact I think there are only two reasons people watch that type of crap. 1. They feel these people are better than they are and want to share in their lifestyles because they don't realize that most of those people are miserable too. 2. They also know most of those people behave like idiots and this makes them feel better about themselves. In most instances I think it is a combination of the two.

**One of the things that I love about your show is how you are able to take different concepts with seemingly no connections, and show how they can be integrated and mashed up into a greater framework. You are a master of holistic thinking in my mind. If you are familiar with MBTI I think you would fit in the category of INTJ or Rational Mastermind. I am the same way, but it seems to me that most people do not think this way at all. Thoughts on big picture thinking? Pros and cons? What do you do to cultivate this ability?**

First you are quite observational because I have taken the Myers-Briggs a few times and more than once came up as an INTJ. What is totally insane is that I have on some versions missed almost every letter coming up as an ESTP. They call that one the "doer". I would say both fit me very well. The commonality though is the T or "thinking" and that is what you are talking about. I think constantly! My wife laughs at me while she is up and getting ready for work and I am still lying in bed but say I am "working", yet it is true I am working, I am thinking about concepts, ideas, etc. I am planning a project, the day's show, my next video or an answer to a question I was asked the day before.

For me if you think you can't help but connect dots, if you don't connect dots you are not thinking. The entire world is built on relationships and interrelationships. Anyone can see them, all you need to do is stop watching bullshit on TV and just think once in a while. Or hell watch the crap on the T.V. and THINK about how it relates to other components of life, you will soon see most of it for what it is, nonsense. I don't really cultivate it because the honest reality is I have to focus hard to turn it off once in a while. I think all the time because life is short, we were put here to learn and have fun, that is the real meaning of life. If you are not thinking you are not doing either one so you are wasting your opportunities.

On the cons side people like me have a million ideas, we start 50 projects but finish only 1 or 2. We have a hard time saying no to a good idea and we try to pull our students across the finish line. People like myself need organizational types around us to do the mundane tasks. Yet when we do what we really love we even do the mundane consistently. While it is hard I still read and answer all my own email. When I was a sales manager I had an assistant to filter emails for me.

**5 self-help type books that you highly recommend?**

# The Celestine Prophecy – By James Redfield – The Control Drama breakdown alone is amazing even though the book is fiction.

# The Seven Habits of Highly Effective People – By Stephen Covey – The circles of concern and influence described in them is a dynamic most people really need to understand.

# Conversations With God – By Neil Donald Walsh – We all need to know who we really are, I think this one is universal in that matter even if you don't agree with the author's overall spiritual view.

# Developing the Leader Within You – By John C Maxwell – Even if you don't want to lead others you need to lead yourself.

# Everyday Enlightenment – By Dan Millman – The focus is on "your will" not what others want for you.

**5 survival books?**

# Making the Best of Basics – By James T. Stevens – The best practical guide to prepping I know of.

# Survival – By Lt. General Russell Honore – The real vision of why we should be prepared as a society from the man who fixed the screw ups around Hurricane Katrina.

# What to do When The Shit Hits the Fan - By David Black – A small concise guide that should be in your survival kit.

# When All Hell Breaks Loose – By Cody Lundin – Cody is a bush hippie but he knows how to stay alive.

# The US Army Survival Manual – What can I say, if our soldiers rely on it, we should have a copy too.

"YOU WANT TO SEE ANARCHY IN AMERICA, TAKE TWITTER, FACEBOOK AND YOUTUBE AWAY FROM HIGH SCHOOL AND COLLEGE STUDENTS AND THEN, BUDDY, MODERN SURVIVALIST OR NOT, YOU HAD BETTER FIND A BUNKER!"

**5 fiction books?**

# Illusions – By Richard Bach – This could have gone into self help honestly. An amazing look at life.

# Jonathan Livingston Seagull - Also by Richard Bach - What becoming a master is really all about.

# Isle of Women – By Piers Anthony – A fascinating look at how society has evolved.

# Prey – By Michael Criton – They never made a movie out of it but I think it is better than his much better known book Jurassic Park.

# The Lost Symbol – By Dan Brown – The best of the series in my view.

**5 "other" books?**

# Rich Dad, Poor Dad – By Robert Kiyosaki – The way we think about money is too important to our lives to ignore.

# Crush It – By Gary Vaynerchuk – Someone needs to tell that skinny maniac to call me, I have been promoting this book for months on my show.

# The 4 Hour Work Week – If you want a business, read it, I don't and won't do the foreign based outsourcing part but the way to think in this book is its gold.

# Use Enough Gun – By Robert Ruark – A journey to the last bit of the Africa of old.

# A Pirate Looks at Fifty – By Jimmy Buffett – Simply because I am a "Parrot Head" – if I have to explain you won't understand.

**What are you excited about right now?**

Mostly the results of my work in the activity of my audience. Watching people destroy debt, build real investments in their own lives, creating independence and the constant emails telling and showing me what they are doing. I am also excited about the future of the Internet, I think in 5 years the Internet will have changed as much or more than it has in the last 10. In 2000 we had no YouTube, no Facebook and no Twitter. Many people can't even envision a life without one or all of them today. The next five years will lead us to even more innovative ways to communicate and market ourselves.

**What are you worried about right now?**

The biggest concern is the economy. Most of America is totally ignorant as to how our monetary system even works. In America today 100% of money is loaned into existence. We are running what amounts to a fiat money ponzi scheme, history has shown they always end in disaster. The question of economic collapse of the current system isn't even an if at this point, only how, when and by what process will it be rebuilt after collapse. I am also concerned about the loss of our liberties, both Democrats and Republicans are advancing the same agenda of a police state under

"THE BIGGEST CONCERN IS THE ECONOMY. MOST OF AMERICA IS TOTALLY IGNORANT AS TO HOW OUR MONETARY SYSTEM EVEN WORKS. IN AMERICA TODAY 100% OF MONEY IS LOANED INTO EXISTENCE. WE ARE RUNNING WHAT AMOUNTS TO A FIAT MONEY PONZI SCHEME, HISTORY HAS SHOWN THEY ALWAYS END IN DISASTER. THE QUESTION OF ECONOMIC COLLAPSE OF THE CURRENT SYSTEM ISN'T EVEN AN IF AT THIS POINT, ONLY HOW, WHEN AND BY WHAT PROCESS WILL IT BE REBUILT AFTER COLLAPSE."

two different marketing campaigns. The big "natural disaster" concerns I have are pandemics which is another not if but when, solar storms hitting our quite outdated electric grid and the almost certain decline of agricultural production while the population continues to grow.

**What is your approach to time management and productivity? How the hell do you get so much done? Do you use any form of delegation/outsourcing?**

Consider that a sports fan with a massively busy life will always still catch Sports Center on ESPN. By DVR, by a web broadcast, by any means necessary. Why? We do what is most important to us. I get so much done because I focus on my passion but I fail to get a lot done as well. Delegation is something I need to work on but when it comes to taking care of my customers I will need to find someone that loves them as much as I do first. If that limits my growth, so be it, my audience will know I care, always.

**That's interesting. Maybe there is an inherent problem with passion business, or what might call being a passionpreneur, in that it has a hard ceiling where you run into scalability issues. Is this something that can ever be resolved or is it just a fact of life?**

It can be resolved, in fact you keep bringing up Tim Ferris and in his new version of "The Four Hour Work Week" he admits that his view on his own company was wrong. Not only did he solve the issue, he sold the company, something he never viewed as possible a few years back despite the work he had already done with outsourcing and work reduction.

The key is how much do you want to resolve it? How much money do you want it to produce for you? How scalable do you need it to be? These are personal questions, I can tell you being a full time worker in a business you love beats any job in over a million ways and that is the worst that can happen. (Of course you may really hit it big and build a business you can sell off or one that can be run by others that makes you very wealthy). Even I can resolve this, it is more me doing it and deciding the time is right

than an impediment. I can write a basic customer service manual and rely on my customers to tell me if a rep sucks, fire their ass and find one or two good ones. I can hire a researcher to screen mail and set up outlines for shows, in a month or so he will know what I want and any road bumps will smooth out. With that done I could work about 2 hours a day, more than 4 hours a week of course but that actually suits me.

The reality is I am not ready to give up the workload I have yet because for now I am enjoying it. My wife is also still working full time and I need something to do during my days while she is gone. I may change a lot about my operations once we move and I cut my cost of living by 75%. There is always a way but again the big one is anyone who does customer service for me will need to really care about my customers. I am sure that this person or people will of course come from my audience because you tend to naturally care about people when you have common community with them. In fact I think more companies should be hiring people from their customer base, not doing so seems like a huge waste to me.

**What are some unique threats that are unique to our current age?**

Well clearly cyber threats, online identity theft, etc are unique to the Internet age. Just 100 years ago concepts like peak oil and peak water were not even conceivable, today they are realities we must face and deal with. Some say we have enough oil for 20 years, some say 50, others 100 but no one says we have an infinite supply; just 100 years ago no one even cared about it for much other than a lubricant and to light a lamp or two. Man has always struggled to feed himself but we now have "solved" that problem with the mass production food system. Of course now if it fails more people will go hungry than at any time in history. This is why I am such an advocate of embracing the technology of today but preserving the wisdom of the past.

**What are some unique opportunities that are available in our current age?**

I honestly feel sorry for anyone like me born say 75 years ago who spent their youth in from say 1930-1990. What path would I have had in 1950 with The Survival Podcast? Hell there would not be a "podcast" of any type for 60 years, there was no Internet, the world was controlled by media gate keepers. The Internet has killed the gate keepers off, anyone can reach everyone now. The resumé is dying as well, there is huge opportunity for the people that build an online brand even if they want to remain an employee. Today you can have access to almost all of the 6 billion people in the world; you only need about 1,000 who really love what you are doing to be a "success" on your own terms. Such a time has never existed before, so make the most of it now before it passes you by.

**Are you familiar with John Robb's concept of RCs (Resilient Communities)? How does this apply to survivalism?**

Never heard of John Robb, I will have to look him up.

**Unlike most libertarians I've encountered, you are much more interested in taking action and doing stuff that actually gives you concrete freedom in your day-to-day life, rather than talking about ideology and trying to change the political system from the top down. Do you think libertarianism will change more to your position?**

Sometimes I think that many libertarians are so concerned with being smarter or "more libertarian" than the next person that they get in their own way. To be fair though I think it plays out like this, most people that discover libertarianism do so on a political quest, I know I did. You are either a conservative or a progressive but you know two things: one, some of the concepts your party represents you don't like, two, what your party says it does vs. what it actually does is inconsistent. So you look for an answer, you find the Libertarian Party and find the civil liberties of the classic liberal and the fiscal liberties of the classic conservative. What happens next is the "messiah complex", you go back into the groups you were part of before you found libertarian ideas. You go around trying to wake people up that are still happily asleep!

This is exactly why I choose survivalism and self sufficiency as my topic. I figure if we teach people to be self sufficient they will stop looking to government for answers, as soon as you do that you are by definition a libertarian, note the small "L". You can talk to a socialist, a republican, a communist or even a fascist about self sufficiency and independence, that is a universal human concept, you give them something to do, rather than something to argue with. Along the way humanity takes over and the blind allegiance to any political philosophy goes away. People at this point become free to be themselves. Now here is where most libertarians blow it, you have to have enough faith in that individual's humanity to not worry about the short term results or political ideology they choose on their journey. Being human, if we put

people into a state of freedom, we all end up valuing liberty. I don't know of a better definition of libertarian.

**Where do you think the world will go in 20 years? 50 years? Will we see the birth of the Singularity and life extension for instance?**

It is almost impossible for me to answer that, I want to believe more and more people will get it and assert independence but life as we know isn't like the movies. The boy doesn't always get the girl and good doesn't always win. One thing that won't stop is technology; now that man knows what he can do if anything brings it down it will be rebuilt faster than it was the first time around. We will have great successes and horrible failures in the future. Mankind will extend life but he will also tax the planet to the edge of its ability to sustain him, how far he will go and how many will suffer before we get the message is really a crap shoot.

Short term I am a little more clear on, I think in the next few years the U.S. economy is going to look like it has made a full recovery, (I am mocked for this right now), yet it will be short lived, 1-5 years at most and the second slide will be far worse than this one. Our government will use this as an excuse to further take away liberties and sooner or later the public will collectively snap, there will be a meaningful revolution, I hope it is bloodless and it most likely will be.

The new generation, the "Internet natives" have an entirely different definition of morality and once they get some real life experience to go along with it, a dose of reality, they won't take this shit any more. It is damn hard to tell a child that some other nation is the "bad guys" when a few hundred of those people are his friends online, when he sees they are humans just like him. The "Internet natives" are a confused bunch right now, they think if a blogger removes their comment from his blog that is a violation of "free speech" for instance. They value freedom and liberty above all else, once they figure out what real freedom is, heads will roll, be it in the ballot box or on the streets.

Our politicians have tried to dumb down society but the Internet is kicking their asses! Information flies at literally the speed of light now, they are trying to censor it, put the genie back in the bottle but it can't be done. The sad thing is the government is actually thinking about trying to censor the Internet as though it can be done. The reality is two fold, first hackers and tech gurus will innovate around it, pirate radio isn't anything compared to what pirate Internet would be. The second would be the back lash, I am telling you now if our government ever successfully started to try to control free online speech people would literally revolt, I am talking about going to the capital and pulling those clowns out of their seats physically. You want to see anarchy in America, take Twitter, Facebook and YouTube away from high school and college students and then, buddy, modern survivalist or not, you had better find a bunker!

**When you say that there will be some kind of revolution in the US, what is a plausible scenario? What do you think of guys like Igor Panarin who predict the US will split up into different parts?**

I think Igor is grasping at straws, you predict that and it gets buzz. If it doesn't happen you say it will someday and if it does you come off like a genius, no risk to that. Want to impress me, give me a hard timeline and even if it comes and goes I respect your courage. When I say revolution I mean one I already see, the people of my nation have forgotten who and what they are, they have lost their founding principles. They have forgotten our constitution protects vs. gives rights. Yet they are beginning to remember and one thing is becoming evident, the truth is more powerful than fiction.

In time this nation, in fact I think the world, will begin to realize the true genius of the U.S. Constitution, Bill or Rights and the Declaration of Independence. These were written by flawed men but the documents to me are the perfect summation of the strengths of each. Most people do not know this but the Constitution is not written exclusively for Americans other than its mechanical aspects about the form of our government. The Constitution and Declaration were written to apply to you as much in Sweden as to me in the U.S. They are in fact in the eyes of the power elite considered some of the most dangerous documents ever written.

Americans are often seen as arrogant by the rest of the world but not because of the universality of our message but more due to the misguided belief that it applies uniquely to us or that we should force it on others. Governments around the world viewed the Declaration and Constitution as two of the most revolutionary documents in the world when they were drafted, not because America was a danger but that our ideas were dangerous if they infected their people. In America we are blessed to have these founding documents, all we need is people to again read and understand them. The revolution will come when the com-

"HAVING 10,000 TWITTER FOLLOWERS, 10,000 FANS ON FACEBOOK AND PERHAPS 20,000 SUBSCRIBERS TO YOUR BLOG IS GOING TO BE A LOT MORE VALUABLE THAN A RESUMÉ IN COMING YEARS."

mon man again starts asking first if the government is allowed to do something before even bothering to ask if they should.

**That's interesting what you say about the Internet also. R.A. Wilson talks about information being the driving force of human civilisation and that "semantic time-binding" (ie transferring memes across generations) is what separates us from lower primates. Would you say that the Internet, with its rapid information dissemination capabilities, represents something completely NEW in human history, something that is going to change everything? For instance, there is a saying that 1 Internet year equals 10 "real life" years. Or is the Internet just a new form of opium for the masses?**

The Internet is the single greatest creation of mankind at this point in history in my view. Sure, some use it as an escape, as a drug so to say but nothing has changed history the way the Net has. The point you make is exactly why, it is the transfer of knowledge. Think about all the work people do to learn about their great grandparents, we are only talking three generations into the past and most people can't even give the first names of their 8 great grandparents. Three generations from now, your great grandchildren will largely know everything you did, stood for, failed at, succeeded in and most importantly learned.

The Internet is bringing back so much of what we lost! One hundred years ago 99% of businesses were small businesses. You took care of people or "Old Lady Smith" told "Old Lady Jones" and 15 days later you were out of business. Today with things like Yelp, Facebook, Blogging, etc big business must deal with the same things. If Microsoft had screwed one customer in 1991, perhaps 5 people heard about it and 4 didn't own a computer anyway and didn't plan to, for that matter didn't care. Today Microsoft screws one person (especially a scorned fanboy) and 20 million know in a day, most of whom are customers who make buying decisions that affect Microsoft. In this world the small business man is back and kicking ass.

The same thing is happening with generational knowledge transfer. Not long ago humans lived in clans with family members tightly bound back three-four generations living in the same huts or at least in the same village. Air travel, roads, cars, trains, etc, let us be free of geography and explore and find our own unique paths. Some like me were able to break free of destructive family patterns yet we also lost so much of that "clan wisdom", the unique lessons for our families that had been handed down by word of mouth for so long. In this world the Internet is doing the same to reunite the clan as it has to bring back the small business man, perhaps even more.

Consider what it will be like when the "Boomers", "Gen X", "Gen Y" and even the "Internet natives" (Gen Z) are all gone. 100 years from now the fifth group in that chain will be the 40 somethings of the world. Unlike us they will know all their grand and great grandparents. They won't know what their parents choose to tell them, they will know the truth, good, bad and indifferent. I even think in time ethics will improve just from this one factor alone. Think about the fact that your great, great granddaughter will know you intimately and you get a new sense of responsibility.

**Do you see wider personal benefits, apart from the obvious survival ones,**

"WE WILL HAVE GREAT SUCCESSES AND HORRIBLE FAILURES IN THE FUTURE. MANKIND WILL EXTEND LIFE BUT HE WILL ALSO TAX THE PLANET TO THE EDGE OF ITS ABILITY TO SUSTAIN HIM, HOW FAR HE WILL GO AND HOW MANY WILL SUFFER BEFORE WE GET THE MESSAGE IS REALLY A CRAP SHOOT."

**in men learning to become self-sufficient e.g. in terms of their relationships with others and how they see themselves as people?**

Absolutely! When people are independent they are their authentic selves. Only when you do that will you help others without need of return. Only when you remove fear can you really be a good friend to another person, truly love them apart from the physical sense of the word, as simply another human. Only when you are your true self can you not give a shit what anyone thinks about you, when you start living that way you repel people who are not like you. You live the words of Richard Bach in Illusions when he said, "like attracts like".

It is really simple, when you live a life based on trying to "fit in" doing what is "expected of a member of society" you will always get it wrong. People are not inherently bad, it isn't laws that keep most people from harming others, it is their innate humanity. When you are self sufficient you let go of fears, you act as you truly are, trust yourself, if you are even worried about it you are a good person at heart.

It is easy to be a good friend when you attract people with common values. Beliefs are far less important than values.

**That's interesting. Maybe you are familiar with the concept of the Law Of Attraction? Many people think this is some hokey New Age concept, personally I find it to be very real, although I am not exactly sure what the exact delivery mechanism is (ie some people think it's the universe listening to your thoughts, others say it's just Reticular Activation System, ie if you want a penny you are going to start noticing pennies more).**

I have seen what I consider proof of the law of attraction in many instances. I have also watched it "fail", it is one of those things I think of as interesting but over blown by the people that want to sell modern snake oil. The universe operates on a set of laws, not rules (rules are what we call laws when we put them in books), a law doesn't care if you accept it or not, it simply is. Walk off a cliff and try to "attract" an airbag to stop your fall and you become a small puff like the coyote on the Bugs Bunny cartoon only you don't get to do it again 5 minutes later.

I feel I have attracted many of the opportunities I have been blessed with by expecting them. I even manifested a candidate for a job recently on a bet with a business colleague on a set time frame, the guy just popped up 13 days into the 14 day bet and I was drinking enough that I didn't remember the bet until the guy showed up. The guy I had the bet with is a "pure science" type and it even freaked him out.

In summary the law of attraction is real but we are limited in our access to it by choice when we come to this place in space-time. If we had full access it would be like playing a video game with all the cheat codes and endless lives, it would be boring as hell.

**You have on record many times saying that you think we are in the beginning of a "false recovery", in which the US will seemingly recover for a few years, followed by the biggest crash in world history. Looking at this a bit opportunistically, what would be some ways to cash in on this false recovery for the savvy entrepreneur?**

Build a business now! Right now! Build

something that is based on passion and based on affinity with who and what you are all about. I can't tell you to go into this niche or hedge against that stock or anything like that. That is the path of the trader, the gambler. The reality is in an economic crash the entire world goes on sale! If you build a self sufficient life now, if you can feed, clothe and house yourself apart from money you will adapt to any change in the business world.

Even in the middle of The Great Depression fortunes were made. What I have to caution people against is putting all their dollars on one horse. Your business can't have one way of making money, it must have multiple streams. You absolutely can't be dependent on any third party source either like say an affiliate program or third party ads. You can use those things, I mean I do but you better have as many income producing methods active as you possibly can. You have to own your brand and you have to build loyalty and affinity for it. Your customers have to want you to be successful, you build that and no economic down turn can bring you down.

Put some of your money into real hard assets, not just gold and silver either. Pay off your house, one with some land you can make produce for you. When you buy tools, buy the best you can afford and understand that when economies fall, even when inflation hits money is always a good thing to have. So keep some of your savings liquid! In this recent downturn I bought an RV and a gorgeous Ford F-350. I got both for an absolute steal because I paid cash for them.

I called the last market crash but I am not a futurist, I just pay attention. I think the next crash will be as easy to see coming as the last one but I also think most people will ignore it. It isn't really about capitalizing on the crashes, it is more about accepting they will occur and building a business that isn't so tied to the Dow Jones Industrial Average in the first place.

**100% agree on that. How can we get people to understand that starting a business is the way to go? I know when I first read a blog post by Steve Pavlina called "10 reasons you should never get a job"[1] I did NOT get it. Now, it's obvious to me, and the whole 9 to 5 thing seems like a giant Matrix hamsterwheel to me. Add to this that here in Sweden, entrepreneurship is not really popular, it is seen as something out of the ordinary, not something regular folk can do, and it gets really frustrating to be "unplugged from the Matrix" so to speak.**

You are starting with the false assumption that everyone should own a business, many should not ever and some are not ready yet but will be some day. You don't try to convince a person to do this, when they are ready they ask and you help. Take most doctors, anyone that can get through pre-med, medical school and residency is really smart, I doubt I could do it and not just due to my ADD either. Those guys are in the words of any Bostonian "wicked smart" but how many go into private practice and end up out of business? How many choose to work for a hospital all their lives and retire as young multi-millionaires?

The person that wants a business should start building it now, the person that doesn't should focus on personal branding instead. If they change by choice they will have the leverage point to work with, if not they will absolutely make more money and have better careers than those that do not. Putting it another way, how could we build a business if no one would work for us in our businesses?

**What are your thoughts on China?**

China is a rising super giant, they also could go into a massive national collapse a lot easier than America or Europe could. They have 1.6 Billion people and that is a lot of mouths to feed, they are still a communist country but in some ways they have more freedom than we do in America, in other ways they have far less. The Chinese have done what many in our government want to do, they successfully censor the Internet but only because they did it right from the start. The people of China are waking up to the rest of the world though, by the way my show is banned in China!

They are going to figure it out, they are creating "virtual tunnels" in China all the time now. The Chinese hacker is today's freedom fighter in that nation. Once the people begin to get truly educated the control dynamics in China will shift. It could be ugly in the interim but the results will be a super power. There is a reason all the big money has already laid a stake in the Far East. Jim Rodgers, George Soros and many other billionaires have severed a lot of ties to the dollar, the Euro and the pound, they are moving east. People with that type of money don't do things like this unless they know something, not think but know.

**Another thing is the colonization of Africa by China that is going on right now. How big is that going to be? Will Mandarin be the future lingua france of Africa?**

Perhaps but I think in time English is going to become more prominent in China as well. To gain wealth you need to speak the language of the wealthy and for now the English speaking world is the wealthiest demographic. The Chinese are not foolish, nor are the Indians; they are learning English not because it is a better language but because they want to do business with the English speaking world.

We can also consider the scalability issue. By embracing a common language you make global business easier so it makes sense to start with following the money which for now is English. The language is also easier to teach to nations you colonize than Chinese. It isn't arrogance that makes me think that English is on pace to be the universal language of business, it is simply the easiest path with the most long term upside for all involved. Smart business people don't fight trends, they embrace them and the Chinese are pretty damn smart people.

**Interesting Times is a magazine run out of Sweden, and we have a lot of readers in this area of the world. How are things similar/different for survivalists in Scandinavia (and Europe in general)? What are some unique pitfalls and caveats?**

I won't pretend to really know a lot about Scandinavian law or your government. My understanding is the tone is far more socialist than the current U.S. system but we are on track to be just as far left soon. This puts all of us on the precipice of an economic collapse at some point and in fact I think it is almost inevitable for the US, Europe and most of the world honestly.

I think there is something to say for the inherent right to keep and bear arms we enjoy as a protected human right in the United States. Our constitution in the U.S. is unique as it doesn't grant rights to citizens, it acknowledges them as preexisting and that makes it a lot more difficult for our government to disarm us.

Overall though we all need food, shelter and water as the big three and in Sweden, England, China, the U.S. etc that is a constant. Overall, the principles I discuss every day are about being human and surviving as a human so they are pretty universal. Right now in addition to many listeners in Sweden the show has listeners in nations such as Iraq, Japan, Afghanistan, Australia, The UK, New Zealand and dozens of other nations. So what I am saying is while the cultures are different when it comes to how we actually survive our nations are far more similar than different.

**What are some likely threat scenarios in the coming decade? Ie economic crash, pandemics, etc**

I think I covered this pretty well above but my three biggest concerns in the next 10 years are, pandemic, economic collapse/turmoil and food shortages. Of the three economic collapse is the most likely if you are playing the odds. Pandemic is one of those things that is not an if but a when. Thing is it could be tomorrow that a new disease hits us hard or it could be 50 more years, we just don't know. Key is it will occur, not one member of the medical field working on the issue seems to doubt that. Food shortages will happen in the next decade, hell it is happening right now but it isn't clear if that will be enough time for us in the "first world" to feel anything more than perhaps rising prices. Long term however the world's population is growing, our agricultural production has flattened to almost no growth and we are running into a water supply crisis that will hit agriculture long before it hits the faucet in your sink. We are going to deal with shortages of food in the future but it may not really be evident for many people in wealthy nations for quite a while yet.

**What are your thoughts on Gary Vaynerchuk?**

In many ways I am an even bigger fan of Gary's than I am of Tim Ferris. Gary is big on a heavy work ethic; Tim really is too but in a different way. The real reason I love Gary though is he is about a polished as a lump of mud rolled in gravel. He never minces words, never worries about who might be offended; he is one of the most genuine human beings I have ever encountered. In fact I have to say that as a product of immigrants from the Ukraine much as Gary is of immigrants from Belarus we seem almost like long lost brothers and I hope to get to meet him some day.

When I hear Gary speak I hear so much of my own voice in him. There have been times other people have sort of co-opted my material which is fine as long as you are given due credit. I always try to do that with any author, content creator etc. It is a huge ethical thing for me but when I listen to Gary present certain concepts I often worry someone is going to think I am lifting his material.

What I love most about Gary are two things, absolute honesty and a belief that following your passion is the key to success in life and business. I have

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been trying to get in touch with him for a while so Gary if your are out there hit me up on Twitter, dude, as can any reader of Interesting Times, I am @TheSurvivalPodC on Twitter.

**You have said that the resumé is dead? What should the job-seeker do instead?**

That is one of those things I always have to clarify a bit. The more accurate term would be dying. In some professions it is dead already, in some it is barely hanging on and in some it has been totally dead for a while. The real death isn't that no one uses one, it is that when a company starts soliciting resumés today what they are saying is, "we are totally screwed, we can't find anyone worth a shit, somebody please help us".

The key today is that being known is more important than your work history, well that is if you are known for being really good and being a really solid person as well. In other words the value of your personal brand is a hell of a lot more important than a chronological list of your employment. In many circles where resumés are used today they are still only used for filling gaps. The last three jobs I had before quitting being employed were acquired without the use of a resumé, in fact the only thing I did was hand it to HR after I signed my offer letter.

When I say the resumé is dead that is what I am talking about. I am not saying not to have one or not to use it when it is requested, what I am saying is don't depend on it. Having 10,000 Twitter followers, 10,000 fans on Facebook and perhaps 20,000 subscribers to your blog is going to be a lot more valuable than a resumé in coming years. In fact soon the closest thing anyone is going to have to a resume is a LinkedIn profile.

**Tell us your goals for the next 5-20 years?**

I want to make The Survival Podcast the number one community online for people who want to live a better life and be prepared for anything that comes their way. I want the brand of the show to grow beyond the brand of Jack Spirko. I am considering and looking into creating a streaming radio station and bringing in other talent on politics, economics, self defense, firearms, etc. The key is finding people dedicated to putting out quality content on a consistent basis.

I am also looking to expand my brand in other ways, I just launched a new show called, "Five Minutes with Jack" about building brands and businesses. It is a short daily video cast of exactly how I have built my businesses, brand and income over the years. The site is not designed to sell any courses or anything like that, as far too many so called gurus are doing today. It is simply designed to help people live their passion by turning it into an actionable business.

My real goals though are outside of the business sphere; I am planning a move to my remote property in Arkansas and will make that our full time home in the next year. My wife and I are going to add on solar and wind energy, develop a massive permaculture system, build an aquaponics based green house, explore the Ouachita Mountains, do a hell of a lot of fishing and camping and spend time with each other now. We are not waiting for the false promise of "golden years" to do this stuff, we are going to do them now. In short, while I will continue to expand my brand and business in the next 5-20 years, my goal is to remain what I consider myself right now, partially retired.

**What if you were given the chance to be more of a public figure than you are right now? Maybe not a politician perhaps, but a leader of a large movement (think Charlton Heston and NRA maybe)? Would you go for that?**

I don't think so, I like things the way they are. I say what I think and those that agree choose to take those things and make their own decisions with the infor-

"I DO THINK TIM AND I LEAD PEOPLE TO THE SAME PLACE JUST VIA A DIFFERENT VIEW OF THE STARTING POINT. THE FERRIS PHILOSOPHY SIMPLY WON'T WORK FOR THE FACTORY WORKER, ROOFER, TILE INSTALLER, ETC. UNLESS THEY MOVE UP TO ENTREPRENEUR AND MANY HAVE NO DESIRE FOR THAT."

mation. I talk politics on occasion and I even get fired up about what I think of as right and say "call your congressman and tell them XYZ" and then back up and say, "unless you disagree with me, then call them and tell them that". Such freedoms don't exist for anyone connected to any group even one I fully support like the NRA where I am and will always be a member.

**Something I picked up from your show is permaculture. It took me a while to fully understand what it was but it has coalesced together in my mind as basically a mash-up or hacking together of ecosystems, agriculture, awareness of underlying natural principles, sustainability thinking, architectural engineering, and probably a few other influences too. Whereas standard monoculture is a one-way exploitation relationship where one just dumps artificial nutrients in an impersonal manner onto a plot of nature and wrenches out the value from the land with machines in a highly monotonous fashion, permaculture is more of a rich dialogue with the land where you listen to what it has to offer and build a long-term and complex value addition to it in the form of new systems which utilize and enhance the local ecosystem. Could you please answer this:**

**What is permaculture in one sentence?**

Permaculture is combination of permanent and culture, a way to live which produces an ongoing and sustainable culture of humanity.

**Why should we care about permaculture?**

The definition I gave is a pretty compelling reason in and of itself, is it not? To not care about permaculture is to not care about making human life sustainable and perminant. Many species take themselves to the edge of extinction; many are taken there by events outside of their control. Humans are not immune to this but we are the only species we know of with the ability to recognize both types of threats and do something about it.

The agricultural component of permaculture is the best known but the methodology itself can be applied to every problem we face. In the end it is a systemic breakdown of any concept, inputs, outputs and interrelationships. Honestly programmers should "get it" almost instantly as should mechanics or any profession in which troubleshooting is a major skill set.

With permaculture we can fix economic systems, prevent forest fires, solve energy shortages, improve education and solve many of the problems we are facing today and that's no pipe dream. You really can improve every one of those situations using permaculture and people are proving it by doing it, not just theorizing about it.

**Can permaculture ever outcompete monoculture and if so, what is hindering its uptake right now? I am guessing it has to do with an information-capital deficit (ie farmers don't know what it is) plus it breaks the current monoculture business model. Is this correct?**

Unlike a lot of purists I don't see the two worlds completely at odds. I mean if you want to grow corn or wheat on a massive level the monoculture methodology has a lot going for it. The key is how much corn, wheat and soy should we grow? Also, should any farmer dedicate his entire land to only one or two crops? I don't see permaculture as a way to replace modern agriculture but as a way to fix it.

The purist may want every commercial farm made small scale and organic but how realistic is that? How many people

want to farm? I actually think millions do and would if they could earn a living at it but we need probably a billion or more to feed the planet as full time farmers if we abandon all of modern agriculture, perhaps even more than that.

So here is a short version of the solution I would like to see.

Big farms begin to dedicate say 10% of their operations into 100% sustainable and diverse permaculture modeled operations. Ramp up periods will be 5-15 years based on bio-regions and crops grown, etc. Yet in short order the 10% will produce 25% of the yield of the 90% still in a monoculture model, so more and more land will be converted willingly.

Monoculture style production for some crops will remain but the increased yields from diverse permaculture crops will reduce the required yield. Hence fields will get more rest, more cover crops, more soil building. What you end up with is patches of field that look like monoculture that are less damaging to the soil and less intensive to manage. Around these are diverse systems full of predators and many other edible plants that large farms typically don't grow.

Globally people should practice this same concept in their backyards. Don't kill all the grass (monoculture) as lawns can have a place but plant a productive tree that creates food for your family and neighborhood. Imagine if we replace just 10% of all the trees in our neighborhoods with something useful rather than just having "ornamental trees". How much food without any real input could the average neighborhood produce that way? Grow gardens, edible landscapes, etc. This further reduces pressure on the commercial systems.

The results might shock you and even look negative if you don't dig into them. Guess what happens to food prices? They go up! Why? Because now I have food in my back yard, I can barter with a neighbor and I don't need the store as much. What that means is my food purchases become more of a luxury than a need. One constant any business man must accept is people pay as little as possible for needs and as much as they can afford on luxuries.

So even though in this system a beautifully grown ear of corn sells for more at the store the person is happy to pay for it. They are buying something they want vs. need and therefore they spend more per item and less overall. Hence our farmers make more money, with less work and less stress on the land if we all provided say even 20% of our own food in a low input/high output model.

As for what is holding it back? Fear is one; farmers live nearly bankrupt at all times. They have been boxed in by banks and corporations working together. They are producing more output per acre than any time in history but they are still broke. How can they roll dice on permaculture when they have to make the bank payment next month? Farmers are not stupid, they can look at their soil year after year and watch it turn to sterile dust. Many don't want to pour more chemicals on it but they have no choice anymore, they use chemicals or they go broke. Permaculture is best suited to new farmers starting fresh on small land plots without their souls already mortgaged.

If we ceased modern agriculture and switched to permaculture, in one fell swoop people would starve in the billions. Further, trust me, governments and corporations don't like change. Change creates instability, politicians lose jobs, conglomerates lose money and power structures collapse. The current agricultural system is both enabled and imprisoned by government subsidy, corporate technology and bureaucratic regulation. Those three forces have zero interest in a permaculture based food system, much less a permaculture based economy. The real advancements are going to come from non-farmers that become farmers by choice, not by birth or inheritance. It will take thousands of people going "back to the land" on their terms that don't need much profit for 3-7 years. Such people don't end up in debt, controlled by Monsanto and looking at fallow land with no choice but more fertilizer.

This is a long road, longer than it has to be if the powers that be would encourage vs. suppress new methods. Yet what else can we expect? New and better methods along with empowering knowledge are always fought by those in charge. Look at what government and authority has always done to great minds like da Vinci, Galileo, etc. Bill Mollison, Geoff Lawton and the other real forces behind modern day permaculture are just the modern day versions that this affects. They have the answers to problems, the holdup is that a lot of people are currently kept wealthy and in power by those problems. It is like expecting lawyers to get rid of crime.

**[1]** http://www.stevepavlina.com/blog/2006/07/10-reasons-you-should-never-get-a-job/

# HOW THEY

text MARTIN FRIDSON

**In my study of self-made billionaires from John D. Rockefeller to Bill Gates, several common threads ran through their stories. The billionaires worked hard and with intense focus, they enjoyed the pursuit of wealth as much as having wealth, and they learned from the mistakes they invariably made along the way. Another theme that popped up repeatedly was a love for poker. But if I had to boil my message down to just one technique for accumulating extraordinary wealth, it would be this:**

**Gain control of an asset and enhance its value.**

This is not identical to the familiar formula, "Buy low, sell high." The billionaires did fine by acquiring assets at the full value people saw in them at the time. Their huge gains resulted from seeing an asset in a way that others did not.

**For example,** Wayne Huizenga and his partner in Waste Management Technologies, Dean Buntrock, made a fortune by buying small, local trash-hauling companies. The prices they paid were high enough that the previous owners became willing sellers. In fact, securities analysts criticized Waste Management for paying premium prices in some acquisitions. As part of a larger enterprise, however, the little haulers became far more valuable. Their trucks were idle for a smaller percentage of the time and Waste Management spread overhead costs over a much larger revenue base.

In 1959, Laurence Tisch acquired a controlling interest in Loew's Theatres. Among its holdings was an unprofitable movie house on Lexington Avenue in New York City. That asset had little value in its existing form, but Tisch saw it differently because he focused on the land on which it stood. He demolished the cinema and built a hotel in a market that sorely needed one. There had been almost no new hotel construction in Manhattan since the Great Depression began three decades earlier.

**One of the most** remarkable examples of a future billionaire seeing value in an asset that nobody else recognized involved an oilfield that was consumed in flames. While contract-drilling for Chevron in 1968, Phil Anschutz made a major oil discovery. To capitalize on it, he borrowed heavily and bought up leases on the surrounding acreage. Then disaster hit. A spark from a truck set the entire oilfield on fire. With bankruptcy looming, Anschutz fearlessly bought out another driller by assuming all of his liabilities.

The inferno's unperceived value arose from the happenstance that Universal Studios was filming *Hellfighters*, starring John Wayne as the famous oilfield firefighter "Red" Adair. Universal agreed to pay Anschutz $100,000 to allow its camera crew to capture real-life footage of a burning well. That was enough money to hire the real Adair to put the fire out and Anschutz ultimately turned a tidy profit.

**Anschutz's tenacity** paid off again when he undertook to enhance the value of his stake in the Southern Pacific railroad by merging it with the Union Pacific. For the previous hundred years, industry experts had believed a huge gain could be realized by combining the two lines. The great rail magnate E.H. Harriman tried it, taking his battle all the way to the United States Supreme Court, only to meet rejection. Anschutz faced opposition from the federal Agriculture, Justice, and Transportation departments, as well as the Texas Railroad Commission. He nevertheless prevailed, turning an original $90 million investment into stock worth $1.4 billion in the merged company.

Even then, Anschutz was not through profiting from recognizing value that others did not perceive. He cashed in on his investment in the railroad, but retained ownership of a fiber-optics business he had built along the Southern Pacific's

# MADE A BILLION

"Summing up, shrewdly buying at the bottom and selling at the top is not sufficient for getting to a billion-dollar net worth. The necessary extra ingredient is figuring out how to increase the value of an asset. Viewing the asset from a new angle is a good way to start."

rights-of-way. The $55 million he had invested in Qwest Communications International grew to $3.5 billion as the telecommunications company went public and saw its stock soar by 175% in the first six months.

**None of Anschutz's** successes resulted from simply buying assets and watching them climb in price. He had to enhance their value by taking risk, fighting for changes in regulation, and building businesses on the foundation of the assets. There is no question, however, that the self-made billionaires did especially well when the assets they bought had unusually large amounts of hidden value.

A good illustration of profiting from an undervalued asset involved the Southern California oil boom of the early twentieth century. Union Oil made a major strike in Los Angeles, setting off frantic bidding for leases in the surrounding area. Most experts believed that the acreage east of Union Oil's find held the best prospects. The other terrain appeared to be perfectly flat, rather than characterized by the domes beneath which oil is typically found.

**Driving around** in their search for a promising location, J. Paul Getty and his father noticed a locomotive laboring as it approached a crossing south of the Union Oil well, at Telegraph Road. As the train neared the crossing, the engineer let up on the throttle and the train began to pick up speed. The Gettys instantly realized that the crossing sat atop a dome, even though the ground looked flat. They purchased an unwanted lease on Telegraph Road for $693 and over the next 17 years collected profits of more than $6 million.

In explaining his success, Getty tended to emphasize his knack for buying low, but on the whole, it had more to do with unlocking potential value. True, he acquired New York's Pierre Hotel in 1938 for less than one-quarter of its construction cost in 1930, just as America sank into the Great Depression. But any real estate mogul could have done the same and proceeded to lose money as the economic hard times continued. Getty, in contrast, persuaded a prominent socialite to stay at the hotel, making it a gathering place for the city's notables. That made the Pierre's reputation and Getty cleared a healthy profit on the deal.

**Summing up,** shrewdly buying at the bottom and selling at the top is not sufficient for getting to a billion-dollar net worth. The necessary extra ingredient is figuring out how to increase the value of an asset. Viewing the asset from a new angle is a good way to start.

*Martin Fridson is the Author of How to Be a Billionaire: Proven Strategies from the Titans of Wealth (John Wiley & Sons, Inc.)*

# PICKING UP GIRLS WITH THE EIGHT-CIRCUIT MODEL OF CONSCIOUSNESS

In 1977, Timothy Leary united the fields of psychology, neuroscience and sociobiology with the maps of altered states of consciousness already found in yoga, Buddhism and other pre-scientific disciplines to create the ultimate model of where we've been and where we're going.
**Now, I'm going to show you how to use that model to Pick Up Chicks.**

In 1977, psychologist and psychedelic drug advocate Timothy Leary wrote the book *Exo-Psychology*, a tongue-in-cheek guide to the inhabitants of Earth, designed for aliens visiting our planet in order to understand humanity's weird behaviours. In this book, Leary solidified one of his major works on human psychology, the Eight-Circuit Model of Consciousness. This model asserts that human consciousness functions as a product of eight circuits localized within the central nervous system. Each of the eight circuits can be "imprinted" at different times during development, leading to vastly differing ways for individuals to experience reality. Leary asserted that, in order of importance, genetics, imprints, conditioning and learning make up your *personal subjective experience*, which he calls your "reality tunnel".

The first four circuits in the model, the "larval" circuits, are concerned solely with our survival and reproduction here on our planet, and date from the ancient reptilian functions such as respiration and feeding to the later mammalian functions such as pack hierarchies, language and culture. The latter four circuits, the "post-terrestrial" circuits, are concerned with our self-actualization as conscious beings and eventual migration from this planet. Although considered "way out there" by mainstream science, the Eight-Circuit Model has remained a firm favourite description of "how your brain really works" in fields as diverse as Eastern spirituality to NLP.

Your imprints on Circuits I-IV ultimately determine your personal survival and reproduction strategies in life, and for most people, they never change – giving a clue as to why most people seem to live their lives on a loop. However, change the imprints, and new behaviours and strategies will follow. With that in mind, here is my Eight-Circuit guide for *reality selection* for creating optimum success in the world of Picking Up Girls.

"When the psychosis kicks in, you know it's time to call it a day."



## CIRCUIT I: BIO-SURVIVAL

**Description:** Analogous with the *reptilian brain*, and Freud's *id*, Circuit I concerns itself with the very basic survival needs of the organism. It forms a 1-dimensional axis of behaviour: "Advance" towards things that nourish you and "Retreat" from things which may hurt you. If there was a lot of fear in the environment during your very earliest formative years, your imprint will end up stuck on the Retreat end of the axis, leading to fleeing habits throughout your life.

In pickup, Circuit I is all about your *vibe*. Is this guy creepy? Is this guy safe? How you view the world will automatically transfer to others via your body language. If you generally view the world with distrust, this will make others feel distrustful of you. If you're nervous and fidgety, the girls are going to find you "creepy", since scared animals creep away from danger. Ultimately, the best pickup artists and naturals all have one thing in common: They feel **safe** in the social sphere. The world is not out to get them. With this worldview comes a lightness, warmth and playful freedom in your behaviours, which other humans instantly recognize and want to be a part of. This is a cornerstone of *charisma*. I rate a Circuit I "Safe" or "Advance" imprint as the most important in pickup. If you can enter a bar and not only be *entirely unfazed* by the environment, but actually find comfort within it, 80% of the battle is already won before you even open your mouth. If you feel your Circuit I script is working against you, you can take the following actions to lower anxieties and *dramatically improve your game:*

**Circuit I Improvement Activities**

• Cultivate a daily meditation/yoga habit to begin conditioning *relaxation* and *safety* into your life. Even 15 minutes a day will have wide positive repercussions.

• Get many new reference points about the world around you, by travelling, talking to many types of people, and facing your fears. Broaden the scope from just pickup. Find a homeless guy and ask him for his story. Go down to the roughest pub in town and socialize with the locals. Face those fears daily, and get a real *emotional* grasp on what really is *safe* or *unsafe* in the world.

• Put your focus on your *desires*. Pursue *your pleasure*. Have at least one hobby or job that requires your dedicated focus for at least a few hours each day. This habitually sets your Circuit I behavioural mode to •Advance" rather than Retreat". Ever found that pickup was a lot easier after doing something you *loved* for several hours that day? By spending enough time in a mode of pursuing what *pleases* you, Advance begins to become your default script.




## CIRCUIT II: EMOTIONAL-TERRITORIAL

**Description:** This is equivalent to the *old mammalian brain*, or Freud's *ego*. The Circuit II imprint develops in humans around the time they start learning to walk. At this age children cease to be a milk-sucking parasite and begin implementing their own politics to establish their ranking in the pack hierarchy. Politics take the form of fighting, intimidation, lying and persuasion. Strategies learned during this period will last a lifetime. The submissive will stay meek and subordinate, and the dominant will forever clamour for the power they believe they deserve. Circuit II therefore provides the second behavioural axis: "Dominant" and "Submissive", better known as *status*.

In pickup, this circuit is entirely concerned with *who you are willing to dominate*. Domination battles are happening all the time, especially out in the field where males are competing for resources (girls). Most human domination games are won non-verbally through body language and vocal tone, although violence does occur from time to time. Domination battles don't concern themselves with who presented the best intellectual argument: they are entirely concerned with how each party *feels* during and after the fight. If you come away from a confrontation feeling wounded, you probably just lost, and onlookers will also feel that you lost. Hence why being intellectually "right" rarely has any effect in the world: **the majority of human interaction is still governed on an entirely emotional level.**

Out in the field, domination is concerned with two things: i) Removing the competition by openly dominating other men (think: AMOGing) and ii) Being willing to dominate women both mentally and physically as part of your programme of *escalation*. Women aren't going to make the first move, jerks aren't going to go away, and nobody likes a wimp. If your Circuit II strategies aren't up to par, you are going to find far more obstacles to your game.

Dominating people mentally is simply the willingness to *impose your worldview upon theirs* as the superior model. This is the purpose of Mystery's 'neg'. A neg is basically saying: "I don't give a shit how you see yourself; the only view that matters is *mine*." Dominating people physically is about willingly invading their physical space. Think about how dominant men will put their arms around you and act overly "chummy" with you in order to dominate you. How does it make you feel? Dominant men will also willingly physically escalate with women as a dominance display leading to sex. It leads to sex because *women find the dominant male attractive*. In case you hadn't noticed.

### Circuit II Improvement Activities

• Get *good male role models* who can dominate others socially and mimic them, finding out how they do it. Hang around with them religiously, even if you can't stand them. Finding guys who already get women and who can stand up for themselves socially is the most important learning tool available to you in pickup.

• Develop your **own** strong emotional bias. You should have an opinion for *everything*. If you don't, just make one up. The strength of your views determines how strongly you can influence (*dominate*) others.

• Take up a martial art such as MMA

"The truth is that intelligence doesn't get you laid, and you only have to look at the majority of naturals to find evidence of this: most score between 'moderately dumb' and 'thick as pigshit' on the intelligence meter."

where you get beaten up every session, and get to beat up other people. This desensitizes you to the "fighting" possibility of domination games: with the fear of physical fighting removed, you'll better hold your emotional state, and become a domination *tour de force*.

• Decide what you will and won't put up with socially, and defend it vigorously. Regard your own mental and physical space as sacred ground, and forbid others from trespassing on it. If someone openly disrespects you, call them on it, and find out where their boundary *really* lies. Winning or even just surviving a few of these confrontations will do wonders for your confidence. Your imprint will change to assume a higher default position in the pecking order, and your body language will follow: bye-bye hunched shoulders and submissive pose, hello confidence and standing up straight. Balance this however with *learning to take a joke*. The goal of this exercise is to develop self-respect, not become a walking assault charge.

Circuit II is the second most important circuit to master in pickup. Without a "Dominant" imprint, you won't ever go for what you want socially, choosing instead to defer first choice to those you perceive as above you. **People with weak Circuit II imprinting always end up settling in pickup and in life.**

## CIRCUIT III: DEXTERITY-SYMBOLISM

**Description:** This circuit is the equivalent of the *new mammalian brain* (neocortex) or the *thinking mind* in Buddhism. It develops when the infant first begins learning how to speak. It represents the individual's mastery of the local *symbol system* (language), the ability to develop, refine and connect concepts, and to mentally project into the past and future. Strong imprinting on this circuit is what people generally mean when they say someone is "intelligent". People with strong imprinting on Circuit III are almost always rationalists with scientific leanings.

Amusingly, Circuit III is the most *useless* circuit for pickup, yet it's the circuit that receives the most attention from aspiring pickup wannabes: "Just give me the lines!"... "I keep running out of things to say!"... "What do I do next to advance the pickup?" The reason for this obsession with concepts is simple: the Seduction Community predominantly attracts Circuit III-orientated *thinkers*. This is no coincidence: processing the world on a largely conceptual, Circuit III level inhibits the individual from being in touch with his *emotions* — and as we established earlier, this game is played entirely on the emotional levels of *drive* (Circuit I) and *status* (Circuit II). The pickup industry doesn't help this problem of overthinking: for the first 10 years of its existence, purely verbal methods such as Ross Jeffries' *Speed Seduction* and Mystery's *Mystery Method* continued to fuel the idea that nerds could just recite some lines or move robotically through a step-by-step conceptual framework and the girl would drag them to bed. The truth is that intelligence doesn't get you laid, and you only have to look at the majority of naturals to find evidence of this: most score between "moderately dumb" and "thick as pigshit" on the intelligence meter. Therefore many community guys actually need to tone *down* their Circuit III tendency to over-analyse, and for this I recommend meditation. One area Circuit III *can* benefit pickup however is in communication via storytelling and humour. If you are looking to improve these areas, I recommend the following:

### Circuit III Improvement Activities

• Observe good public speakers, especially comedians, and actors who play in a comic role. The role should be opinionated and dry – **not** slapstick. Figure out when it's okay to be clever and not.

• If you're boring, read lots of books and absorb new information to add to your model of the world. Often a bigger, more

well-informed worldview will dominate others by default, since people defer to perceived authority. Rehearse how you will put across this information to other people, then go out and actually do it.

## CIRCUIT IV: SOCIO-SEXUAL

**Description:** Circuit IV is all about tribal rules, morals and taboos – better known as *social conditioning*. Every culture has its own set of social "do"s and "don't"s, and the rules always revolve around sex. These rules are learned during adolescence, and the events surrounding your first orgasm will determine your sexual preferences for the rest of your life. Circuit IV therefore also covers the fashions and fetishes of the time.

In pickup, you have two facets of Circuit IV to consider: 1) Fashion rules – what is socially accepted as "looking good" – and 2) Sex rules – the circumstances under which sex is considered morally "okay" for a man or a woman.

For fashion, try and stay on the "sexy" end of whatever the current fashion norm is, bearing in mind that the further you deviate from the norm, the more Circuit I "Safe" and Circuit II "Dominant" scripting is required to pull it off. In other words, dress outrageously, and you will either stick out like a sore thumb – **or be a hailed as a rock star.** The best pickup artists know how to dress provocatively (PUA Sleazy calls this "Sexual Stereotyping") *and* have the badass attitude to back it up.

> "However, there is a cheat code for immediate Circuit V access: psychedelic drugs. 'Uppers' such as MDMA, cocaine and amphetamine can immediately catapult you into the realms of social god."

Let's talk sexual game rules. For quick sex without a courting phase, it's important to understand the tribal rules currently in effect: generally, promiscuity in women is considered "not okay", but promiscuity in men is considered "okay". So she will be stigmatized if she dresses provocatively and sleeps with someone who isn't her boyfriend/husband, yet as a man you won't get any flak for doing the same. To help her out here, you need to be discreet about the sex: isolate her before any serious escalation and keep your mouth shut if you want a repeat performance. Paradoxically, during the pickup you need to be able to speak about sex openly and without shame. This way she knows she can sleep with you and you won't judge her for it. That sounds retarded: Why would you judge *her* for sleeping with *you*? But guys do it all the time. A liberal, carefree attitude to sex, combined with discretion for her reputation, shows women that you're all on the same page. This is the same idea as Tyler Durden's "Secret Society", an article which became a core concept in the Seduction Community.

MrLoLLiPoP93.deviantart.com




**Circuit IV Improvement Activities**

• **Fashion:** Dress on the sexy side of whatever is fashionable at the moment. Show off your chest hair and muscles. I recommend getting a man who knows what the fuck he is doing to help you out. Don't get a woman unless you *know* she is good at picking clothes for men. If you have balls, dress outlandishly but make sure the outfit looks *good*. Furry hats and goggles need not apply.

• **Sex:** Try and understand sexual game rules from a woman's perspective. Talk to many men about what they consider a "slut" to be, so you can gauge the kind of attitudes women have to protect themselves against. Now, *non-judgmentally*, talk to many women about their sexual experiences and sexual fantasies. It's usually best to start with a few stories of your own so they know they can trust you and you won't judge them. The point of this exercise is to show you that men and women are really very similar in what they want from sex, and understanding what women really want moves you a step closer to *providing that for them*.

In these first four circuits, we've covered everything you need to know in order to become an effective pickup artist. However, I'll include just one of the "higher" circuits so you can get a glimpse of what lies beyond simple survival and reproduction...

## CIRCUIT V: NEUROSOMATIC

**Description:** Circuit V is about total body-mind rapture. It is about entering bliss states which temporarily switch off the inputs and processing of *all four previous circuits*. Think euphoria. Think tantric sex, drugs, and advanced yoga. Reality explodes multi-dimensionally: With the chattering of the early circuits now quietened, you begin to witness subtleties your mind was far too distracted to notice before.

Think walking through the crowd, impervious to social pressure, saying and doing exactly the right thing without thinking, getting the girl, and being the person *you* want to be – even if just for a night. For many pickup artists, this state – the natural high of the pickup – is the very reason they do it. For countless others, racked by social fears and feelings of inadequacy, this is the elusive state they rarely experience – if at all.

However, there is a cheat code for immediate Circuit V access: psychedelic drugs. "Uppers" such as MDMA, cocaine and amphetamine can immediately catapult you into the realms of social god. Phobias disappear, and heroic confidence rises up. My Circuit V activation happened when I first discovered MDMA in 2008. I spent the next year in an hedonic haze of sex, drugs and more drugs. It was a chemical experience so intense, it's a wonder to many that I'm still alive today. The states accessible to you on MDMA far transcend the safety concerns of Circuit I, the egoic chauvinism of Circuit II, the over-intellectualization of Circuit III, and the social conditioning of Circuit IV. Having sex with girls became as easy as walking up to them and saying "Let's get out of here." For a while, anyway. The downside of drugs is dependence and deterioration of mental health. The fears you used drugs to mask come back even stronger, and you need to take more and more each time to block them out. When the psychosis kicks in, you know it's time to call it a day. These days I use Pranayama Yoga, meditation and tantric sex to get my highs – an altogether safer and more maintainable way to enjoy life.

*Illuminatus runs and regularly contributes to personalpowermeditation.com, a forum featuring pickup tips, drugs advice and personal development coaching. Welcome to the Dawn.*

# Hacking

By MATTHEW PETERS

Songwriting is a craft. Like most craftsmanship, both art and science must be combined in the right proportions to form a desirable end product. Over the last several years I have come to the realization that I cannot write a song on my own without identifying the processes at play. I also found that songwriting is not an endeavor for the likes of the Lone Ranger. Collaborating with people far more talented than me yields results far beyond what I could do in a solo effort.

However, like just about everything else I do in life, I always strive to do them more efficiently. After reading the *4-Hour Work Week* and chatting with Tim Ferriss in San Francisco last February, I have come to realize that identifying the processes I use to do everything and breaking them down into their individual parts is key to writing a song in an efficient and elegant manner. Once I determine the processes that lead to success, I can see what parts are unnecessary to produce the desired results, thus shortening the songwriting process.

In my search I've found that there are five basic steps to writing a song in a brief period of time.



## 1. Conceptualize in a blank space – 10%

I need to start with a blank canvas on which my inspiration can grow. Setting aside time for that inspiration is important to get an idea to germinate. My inspiration seems to come to me in four distinct times:

• Walking – a beat develops and I can hum to the pace of my steps

• Sleeping – actually dreaming that I'm writing the world's greatest song. Sometimes this is merely another well-known song that in a dream state I claim as my own. Other times I dream up new songs that I have now written and recorded.

• Showering – the white noise of the shower works wonders for me. Learn to take longer showers. I have yet to purchase a waterproof pad of paper and pen set that I can mount onto my shower wall. (Yes, they do have them).

• Driving – many times I will be driving with the radio way down so all I hear are some words and a tiny amount of music. My ear doesn't pick up the chords or the melody, so my mind fills in the gaps. Sometimes I realize it's a well known song only after the chorus comes. My mind was somewhere else completely building different chord progressions and melodies.

You are looking for a white noise area where your mind is allowed to wander freely. Singer and songwriter Sting calls this space *the place where the walls of logic come down and your mind is free to make associations that it wouldn't normally make when controlled by a rational mind.*

# the 4HWW way

# Songwriting

Sting identifies this period as the time between settling into bed at night and falling to sleep. That time where strange thoughts that may not make sense in the real world are allowed to creep in and develop wildly on their own. I have actually found that when I am sick with the flu and cannot sleep – creativity strikes. Always be prepared with a recorder; be it digital voice recorder, cell phone recorder or just calling yourself and leaving a message on your voicemail. I don't write down musical ideas anymore. I just speak them, it is much faster.

I have learned to do away with the distractions of phone calls, emails, household responsibilities, unwanted noise and disruptions from my kids. Any interference threatens my creative process. Sometimes I have forgotten entire songs that I have been building mentally when I hear music on the radio or hear my children screaming. A jolt to the senses wipes my cache memory clean.

I often wake up in the morning mid-dream with a song in my head. I jump out of bed loudly humming it while running down stairs – dashing for the voice



recorder on my cell phone. The radio in the kitchen can erase everything that I've been building in my head. When that is the case, I hum loudly with hand-covered ears and rush over to the radio to stifle it. I grab a recorder and hum my tune into it along with any words, phrases or melody lines that will help me remember what I was thinking. Once it is recorded, I can relax and move on with my day.

### 2. Contemplate internally – 60%

This is the time that I spend thinking the song through in my mind just developing the song. After I have made the initial recording, I feel freer to see where the song goes. I know I can always return to that first recording I made as a kind of "home base." Many times what I come up with is better than the initial idea.

Most of the contemplation time is done strictly on a mental level. I find that my mind works and creates much faster than if I were to write with instrument in hand. Unless you are a virtuoso, your guitar or piano may be more restrictive than your mind; which can go anywhere it wants unhindered.

Once you get in the habit of writing a song mentally, you can think through a song anytime or anywhere without an instrument. I also work out the arrangement and voicing of instruments by humming the melody, counter melody, harmonies and percussion lines with different instruments in mind. The difficult part can be the remembering everything. I find that recall isn't a problem if I go through the melody five to ten times in my head. Then again, if it isn't memorable, it may not become memorable to anyone else either.

### 3. Collect ideas and organize them – 10%



You need to get feedback from great musicians. In order to get your ideas across and not waste time of accomplished musicians, you need to organize your thoughts into simple chords, lyrics or scratch recordings. If you are like me and don't know how to read music or write guitar tabs, you'll have to find other ways to communicate your song ideas to them. You don't have to be the best piano player to get a great guitar player to work with you.

I sing, play piano and guitar and I use the little that I know to communicate my ideas to other musicians. Once I have a great guitarist work through the song with better chords than I can come up with, I'll use his improved chords to build from.

There are a variety of helpful software programs out there that will notate MIDI (Musical Instrument Digital Interface) information in the form of notes sent between your piano keyboard and computer. This information can then be edited after the fact and printed out for musicians to read from if they prefer. I write faster by just recording the scratch tracks on a guitar or sing a few lines for the musician I am collaborating with.



*"Your music will sell through your personality and your talent. There are a lot of talented musicians with no personality. Point here being, you need to get one."*

Key here is organizing your thoughts on paper. Do the best you can, then make the call. Always network up. There is no reason for you to get together with your pal who is just as good as you. The better the musician, the better they will make your song.

### 4. Collaborate with others more talented than yourself – 10%



I don't want to spend too much time rehashing the last point. Take your organized notes and whatever you can play on keyboard or guitar (or even just your voice) and meet up with a key musician as soon as possible. Don't wait until everything is perfect, because it won't ever be. You need enough to get the creative juices going and to respect the time of the other musician. If you act professionally, musicians will be willing to work with you again as well as recommend other great musicians within their network.

I pay musicians $50 for meeting with me. Unless they are going to be a part of a choir or are a good friend already I pay them something. If it is a group of people, I provide food and drinks – it is the least I can do. Why? I want them to know I am paying them something for their expertise and that they have been paid in full. They will not be getting a cut of the song royalties if the music is ever recorded.

I also have everyone who works on or is recorded in any way to sign a simple release that states...

"I hereby consent for value received and without further consideration or compensation to the use (full or in part) of all audio recordings made of my voice or instrument and/or written extraction, in whole or in part, of such recordings for the purposes of illustration, broadcast, or distribution in any manner."

Even if they are friends I have them sign. There are too many nightmare stories of songs that have taken off – bringing participants running to find legal representation to claim a piece of the pie (i.e. Pink Floyd's *The Wall*).

Once I have worked with one musician, I ask them who they think would be great to help write or play another instrument. This has worked every time. Just because they are well known musicians doesn't mean they have to cost a lot to hire for an hour or so.

Contact a well known musician number two and tell them that they were referred to you by Bob Smith of *The Smithies* as one of the best pianists in town. Let them know that you would be looking for about an hour of their time to write and

possibly record one song to see if you are a good fit for eachother.
The better the musician, the less time it takes for them to write and record the song with you. I've had musicians come in cold on a recording and leave 40 minutes later with finished tracks that we were both very happy with. To them *50 bucks is 50 bucks!* They may get $100 for playing three or more hours on a Friday night at a club.

There is also a feeling that they are a part of something new. Your something may just take off. Trust me; musicians want to be recorded. They will love the opportunity to play your song for little more than recognition – save for a record contract that prevents them from doing so.



## 5. Campaign your creation – 10%

Writing and recording a single song (or even an entire album for that matter) is relatively easy compared to getting people to hear about you and your music. Even more difficult is to get people to care enough about your music to pay for a recording or get into their car to see you in person.

I once was concerned about people stealing my songs before they were done. It turns out that nobody has the time to do anything with your song nor do they care about it in most cases. Your music will sell through your personality and your talent. There are a lot of talented musicians with no personality. Point here being *you need to get one.*



With portals such as iTunes and other distribution channels, it no longer is a question of how to get music out to the masses. The question now is how do I get the masses to care? The fact is that your friends and family will all want you to give them your CD for free. They don't realize how much of your life and money went into your creative endeavor.

Out of the literally hundreds of thousands of CDs that flood the market every year, you need to stand out. Even if you are one of the best musicians in your area, chances are you still may have a hard time getting people to care enough to pay you anything for your music. So what do you do?

Without going into a lot of detail, I will tell you three things.
• You have to be both unique and memorable.
• You must connect to your audience on a personal level.
• Read Kevin Kelly's *1000 True Fans*.

Create a Facebook fan page and a MySpace page. Get a WordPress blog and write your thoughts on your blog at least once every week. Put lyrics up and get feedback or collaboration from friends and fans. Get a YouTube account and start playing your songs for your little video recorder and upload them to YouTube.

Post your YouTube videos on your MySpace and Facebook fan pages. Invite your friends to check them out. Do something crazy and get a little publicity around it. I don't know what is right for you; the most important element is creativity. (See my http://www.haggersville.com site).

Don't just promote; learn to campaign. A campaign is a series of promotions along a theme. String them together with some form of continuity. Be sure to have every appearance, gig and article revolve around the theme of your album or help build upon your brand. Without a plan to have a compelling campaign that has some semblance of continuity, your message will not grow to a crescendo. Rather it will be watered-down in a sort of pointless, meandering progression of promotions without any focus on who you are as an artist or where you are going with your music.

♪ **Matthew Peters** is a musician, filmmaker, author, speaker, life-hacker and entrepreneurial evangelist. His next book focuses on how he and his wife Fiona have *hacked their housing* by paying NOTHING for their housing for over 9 years. Matthew was able to live out a life dream by completing his last project – a music, film and cross-country treasure hunt titled **Far From Haggersville** created with the help of 32 musicians and cast and crew of 20.
http://www.thecompleteself.com/blog
http://www.haggersville.com

text THOM CHAMBERS

# Standing out in the crowd:

## 10 reasons why you should run a magazine in the age of the blog

**With more and more people opening blogs and filling niches, people are starting to look for ways to stand out from the masses. Podcasts and video blogging have become increasingly popular, but are we now seeing the rise of the free online magazine? Thom Chambers takes a quick look at some of the ways that running a magazine has helped set his site apart from the crowd.**

### 1. More detail equals more value

The most important thing I stress to my readers is that it's all about value. Any successful blog that you care to mention has built itself up and established itself by giving away great content for free, and running a magazine gives you even more of an opportunity to do this. You can go into articles in more detail and develop things at a more natural pace than in the click-on, click-away world of blogging.

### 2. More design equals more value

Perhaps that should be 'more perceived value'. The thing is that when you're blogging daily or weekly, people can sometimes just look at the individual offering rather than the cumulative content that you've been putting out for years. When you're putting something larger in front of your readers all at once, fully designed and collated, it just feels like a bigger deal.

### 3. A unique offering

This one is clear: going against the status quo is always going to make you stand out, which will help you towards more subscribers and readers. The online magazine is still a fairly new field and people are still feeling their way around in it, so there are fewer set rules than in blogging. It means there's more trial and error, sure, but it also means that there's more freedom.

### 4. It's easier to monetize

It's tough to attract advertisers to your blog nowadays, as there are just so many out there. But a magazine is far more likely to find some advertising love, if that's what you're looking for.

### 5. More opportunities and more niches

If there's a popular niche out there, then you can bet that there'll be one or two superstar bloggers within that niche. But the freshness of the online magazine industry means that there's less 'competition' (if you look at other bloggers as competitors), so it's far easier to make an impact in your niche. It's not something that people have seen as much of.

### 6. More time, less trudge, more legacy

For some people, blogging just doesn't feel like the right fit. I tried doing the daily updates, the SEO-friendly headlines, the comments on forums and other blogs, but it wasn't for me. I like the flexibility that a magazine gives me – it feels more like a project and each new launch



has a real satisfaction to it, which I never felt when I was churning out blog posts. Plus, the magazine is read and downloaded throughout the month as people come across it, so there's more of a legacy involved; most blog posts stay fresh and get traffic for just a day or two before being consigned to the archives.

### 7. Physical versions

Along with the benefits of running a magazine for free online, it's also easier than ever to get your work published in physical form. Websites such as Magcloud and Lulu allow publishing on demand, which reduces overhead costs. I still personally prefer free distribution online as it's an easier way to share and spread your message, but if you're looking to create physical products then the opportunities are there.

### 8. Communal writing

Blogging can often be a solitary business; you spend a few hours on an article a few times per week, perhaps with the odd guest post or interview. Magazines allow for a more collaborative form of writing, which can involve more contributors and article writers due to the longer deadlines between publications.

### 9. Themes

Blogs have tried to embrace the idea of themes with blog carnivals, competitions, and the like, but magazines can really develop themed issues far more easily. Whereas a blog may have to rebrand slightly to look at a new idea in real depth, a magazine can simply devote an issue to an idea and then move on next month. This really keeps things fresh, both for writers and readers.

### 10. The online network

How many guest posts do you see on blogs these days? The sheer number of them shows that people are pushing their networks and striving to connect with others to share content. The advantage of having a magazine is that there's a bit more prestige attached in the common perception - the idea of being interviewed for a magazine or writing an article for a magazine still holds some cachet greater than appearing on a blog. It opens doors that blogging struggles to.

*Thom Chambers is the creator of In Treehouses, a free web-based magazine that helps people to build valuable, profitable niche communities online.*

*You can download the latest issue for free at www.intreehouses.com right now.*

SO YOU WANT MY LIFESTYLE:

# MAD INVENTOR

text STEPHEN BOZZONE



Being an inventor is something I wanted to do ever since I was a kid. In my pre-teen years I would dream up things I wanted my dad to build out of wood. To help him out, I would draw up "blueprints", complete with dimensions of how I wanted *him* to construct it. As I got older and was able to use tools, I discovered that I was mechanically inclined. I also had above average smarts so I was always torn between hands-on tools and the theory of school.

## THE SHORT VERSION OF MY LIFE STORY

Now in the fourth decade of my life, I look back on how I got here. It's an interesting story and I want to share my experience with readers how to be successful without the same bumps in the road I encountered. While in high school I was a gearhead and content to cruise in my GTO and fix cars but I knew that there had to be more to my life. After dropping out of college, then going to auto mechanics school and not finishing, I finally got a degree in mechanical engineering and started working for tech giant Motorola.

Motorola was a trip. I got six patents issued while I worked there. I invented and shipped Wireless Wheels – a remote controlled toy car that used a cellular phone as the controller. After all the sweat, dedication, and more than 13 years of service; I was downsized and let go from the longest job I ever had. I quickly bounced back and went to work for another slightly smaller tech company, Sony Ericsson. After 14 months working there, I got laid off again.



## THE TURNING POINT

When I was out of work for the second time in it took me longer to find another job. Between interviews and job searching I had some free-time to hang out at the local Barnes and Noble book store. Being out of work and not wanting to spend money to actually buy the book, I would read a chapter of "The Four Hour Work Week" by Tim Ferriss every time I visited the store.

That is where I learned that I could escape the 9-5 and generate passive income through inventing. I already had six patents but pre-employment agreements meant that the patents belonged to Motorola. In 4HWW, Tim Ferriss writes about Stephen Key of Inventright.com and a method to license inventions. Stephen Key is a great guy and I consider him a mentor. We've e-mailed and talked on the phone a few times.

What was earth shattering for me to learn was that I did not need lots of money to manufacture my product and try to sell it on my own. InventRight teaches people to license their ideas to companies in exchange for a royalty payment. The company you license your invention to takes the risk and shells out the money to develop the product. I finally had a vision for my future with a plan to take control and invent my way out of the rat race.

I believe in having multiple streams of revenue; some active and some passive. So I started my consulting company, Inspiration2Innovation LLC where I do design work for inventors who don't have CAD programs on their home PCs. I work for a fixed fee or I will work for a percentage of the royalties the invention brings in. I also started the InventionAddict.com blog where I share information with aspiring inventors, get leads for the consulting business, and promote my inventing eBook.

## THE MAKING OF A GREAT INVENTION

Ideas can literally make millions. A blanket with sleeves – Snuggie, the Chia Pet, Mighty Putty and many more are multi-million dollar products. To cash in on the next big thing you need to have these 4 things:

**1.** First off you need a great idea that is unique and it has to solve a common problem.
**2.** The invention has to be obvious so that people "get it" right away and it does not take a lot of explanation to see how it works and why they should buy now.
**3.** It has to have mass market appeal, the greater the potential market size the more appealing it will be to a licensee.
**4.** The cost to product the product should be at a minimum 1/4 the retail selling price. If it costs $1 to manufacture, the manufacturer will want to sell it to a distributor for $2.00. The retailer will want to mark it up 100% and sell it for $4.00 to the consumer.

## HOW TO COME UP WITH GREAT IDEAS

**Be observant**

I heard a story about a very successful inventor who made most of his money on what he swears are other people's ideas. He said, "I've grown a fondness for listening to other people complain. That's where I get my best ideas." Just be on the lookout for problems. If you think to yourself or say out loud, "There has to be a better way", there probably is and it could make you money.

When you seed your mind with these problems, your subconscious mind will start working to solve them. When that flash of inspiration hits you be ready to write ideas down on paper or record them on your phone. The worst thing to do is to forget an idea.

Get out of your apartment or office to stimulate your brain. Your brain works best when all the senses are receiving stimuli. You should also make a habit to read from different sources from time to time. Close your eyes, point and pick a magazine from the rack at random. Read it through, even if it's something you would be embarrassed to buy. The same goes for music; variety is good for your brain.

I like to go shopping at pet stores, house wares departments, and anywhere there are tools. Here's a helpful acronym to remember how to generate ideas.

**SCAMPER**

**S** = Substitute
**C** = Combine
**A** = Adapt
**M** = Magnify
**P** = Put to Other Uses
**E** = Eliminate (or Minify)
**R** = Rearrange (or Reverse)

**TRIZ**

TRIZ is a Russian acronym for Teoriya Resheniya Izobretatelskikh Zadatch meaning "The theory of inventive problem solving". It's a great structured problem solving methodology of 40 principles that you can apply to your inventing. One such TRIZ principle is segmentation.

This is where you divide an object into independent parts or make something easy to disassemble. For example; modular furniture like a sectional sofa can be re-configured to new layouts.

## WAYS TO MAKE MONEY WITH YOUR IDEAS

### Inventor Contests

You could enter an inventor contest but I strongly discourage it. It's like trying to win the inventing lottery. If you really have a good idea you need to make it happen. Rarely will someone do it for you. Edison Nation offers "Product Searches" but you can often times submit your ideas directly to the company and bypass the contest.

### Quirky.com

You've heard of outsourcing. Companies ship jobs off to areas with lower costs of production. Have you heard of crowdsourcing? Wikipedia is a great example of crowdsourcing. The public contributes, usually for free, to create something bigger and better than a single person or single company could do on their own. Quirky.com is a Social Product Development website site launched in 2009 and it's going strong with over five products currently shipping and over 40 products in development.

### Manufacture and sell on eBay or Amazon

Depending on how deep your pockets are and your tolerance for risk, you can get into venturing. Design, manufacture, promote, and ship your product. Each of these steps can be outsourced for a fee. The most challenging part is the promotion part. Google AdSense pay per click advertising is a cost effective way to get the word out.

Amazon.com offers a service called "Fulfillment by Amazon". After you get established and have regular orders coming in because the PPC ad campaign is humming along, you can let Amazon process your orders. Just ship them the inventory. They take the orders, process the payment, and ship the product. You sit back, collect a check minus a nominal fee, and keep on inventing. Remember, there is no such thing as a free lunch.

## LICENSE YOUR INVENTION

This is where you rent your idea to an established company and get a royalty of 1-10% of the wholesale price of the product. This is what I do and I highly recommend it.

### Benefits of Licensing

- It's more efficient to license out new products rather than take up production yourself. The company does the heavy lifting of tooling, production, sales, marketing and distribution.
- It gives access to new markets that are otherwise inaccessible. By granting the licensee the right to market and distribute the product, the licensor can penetrate markets it could not otherwise hope to serve.
- A license agreement can also provide a means for the licensor to gain rights in improvements, know-how and related products that will be developed by the licensee during the term of the contract.
- An infringer or competitor can be turned into an ally or partner by settling an IP dispute out of court and agreeing to enter into a license agreement.
- A license agreement allows the licensor to retain ownership of the IP and at the same time to receive royalty income from it.
- It's passive income! Once you do the work, you can go on to the next invention idea.

How you ask? Just three easy steps... I mean phases.

### Three Phase Process: Prove It – Protect It – Pitch It

Once you get an idea in mind (the easy part) the work begins.

**Prove it:** Here is where you do your homework. This is the most important step and it has to be the place you start, otherwise you will waste time and money. You need to prove to yourself that the idea is new, that it will work, and will it sell. Here are five essential questions you must ask yourself.

### 1) Is the idea a truly new idea?

If not, why bother. You are not first to market and you can't get patent protection. It's a case of me-too. Not a path to sustainable competitive advantage.

How do you know if you idea is new? One word: Google. There are two tools at your disposal. Google Patents and Google Products. Use them early and often.

### 2) Is the idea feasible?

Does it work? It may look good on paper in a CAD program but you really need a prototype. Can the product you're inventing be manufactured? It is a product after all, not just a concept. Your product can't be a time machine. Think of something practical like a better way to work out your abs.

The product has to be producible. Most products are producible (eventually) but are they economically feasible? You need to get a basic idea of the cost to

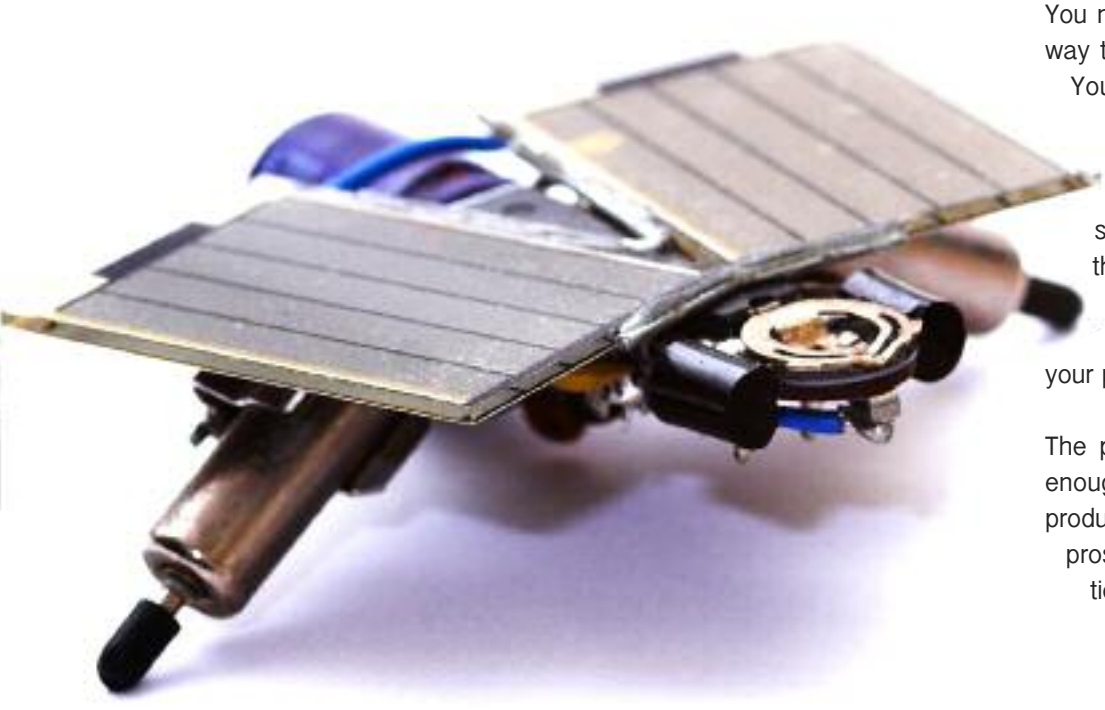
manufacture the product and see if it has a reasonable retail cost after mark-ups.

**3) What is the benefit for the consumer?**
You need to be solving a problem or offering some benefit. Why would someone buy the product, it has to do something, save time, add convenience, replace something else by doing a better job, etc. Preventing a problem or avoiding spending money is not the same as solving a problem or saving money.

**4) Is there a need in the market?**
It may have benefit to you but how about the market at large? If you have an extensive collection of 8-track tapes and your invention is a great way to store and sort the tapes, I'm thinking the market appeal may not be there. Invent what you know but make sure it's mainstream.

**5) Does the idea fit with the company's focus, mission and portfolio?**
As an independent inventor, you are planning to license your invention. You want to rent your intellectual property to a company, let them do the hard work of producing, marketing selling and distribution. You want to keep inventing and collect the royalty checks. You need to be sure that your product is a good fit with the company you are trying to license to. Don't pitch a kitchen gadget to a company like Stanly Tools that makes hammers.

**Protect It:** You must have protection, for your idea that is. You are probably thinking I mean patent. Not yet. Too expensive and too early. The United States Patent and Trademark Office has developed a low cost tool independent inventors can use to get the protection they need for only $110 instead of $5-10K. It's called a Provisional Patent Application or PPA. A PPA gives you "patent pending" status and protects your intellectual property. The catch? It is good for one year and if you don't file a utility patent within that time, the PPA expires.



You can buy PPA software for $149. I use Patent Wizard but you will need to be able to create drawings with a separate program to go with the PPA. Legal Zoom is like an on-line version of the software and you will pay more in the long run; especially if you have multiple inventions to file. Lastly you can go to an attorney and pay the big bucks.

**Pitch It:** This is where it gets tough for most inventors. We are inventors, not salespeople. On an episode of the TV show *Pitchmen*, the infomercial icon Billy Mays said almost prophetically, "Life's a pitch and then you die". Weeks after that show aired Billy passed away.

Like it or not, a lot of success in life is related to sales. The word "sales" conjures up images of sleazy salespeople with questionable ethics and even worse personal grooming habits. Think of it more as influencing someone or even just effectively communicating what you want to share.

You need to perfect your pitch and the way to do that is with effective media. You need to create a flyer that describes the benefit of the product in one page – a single page sell sheet that has a single sentence that states the benefits of the invention. I also use flash based web sites with lots of pictures and an embedded video. This is where your prototypes come in.

The prototypes need to be done well enough so you can demonstrate the product in a video. The video show the prospective licensee that your invention actually works. A video is much more compelling than just a drawing of the invention. It shows

that you are serious about this. You will also need some close shots. If the prototype is fairly rough, you can substitute a CAD rendering that almost looks like a photograph.

## HOW INVENTING PERMEATES MY LIFE

My website is not called Invention Addict by accident. I am practically obsessed with inventions, technology, and gadgets. My life is like one big brainstorm and it's hard to turn it off sometimes. Often times at dinner my wife, son, and I will throw around ideas. Other times we'll be driving down the road and I get this weird look on my face and my wife says, "What's wrong?" I frantically search for a pen to jot down an idea that just popped in my head.

My family members are models for photo and video shoots, copyright editors for sell sheets, and product testers. They are not afraid to tell me what they really think. They come up with ideas as well.

I belong to several inventor groups on Facebook where I offer free advice. Every so often I'll get an e-mail from someone asking my opinion on their idea or I'll help with a patent search. I do it because I just like helping people. Twitter is also a good way to network with other creative people. The website Quirky.com is a fun place to see the good, the bad and the ugly in the way of ideas and what people think are marketable products.

A local inventors group is a good way to meet other inventors. Just Google "inventors group" and your city. I recently joined a "Meetup.com" group called the Inventors Guild of Raleigh, NC. The inventors I know are not eccentric guys in lab coats. They are men and women from all walks of life. Landscapers, stay at home moms, retired folks, you name it.

> "Between interviews and job searching I had some free-time to hang out at the local Barnes and Noble book store. Being out of work and not wanting to spend money to actually buy the book, I would read a chapter of 'The Four Hour Work Week' by Tim Ferriss every time I visited the store."

Just about everyone has the ability to be creative. Many people think that only special "gifted people" in black turtle neck sweaters are capable of being creative. People who regard themselves as non-creative can probably remember back to when they were kids and how their parents would display their "works of art" on the kitchen refrigerator. Pablo Picasso said, "Every child is an artist. The problem is how to remain an artist once he grows up." It's in there, you just need to find it and not be afraid of feeling stupid. Read *LINCHPIN* by Seth Godin to help get over your fears.

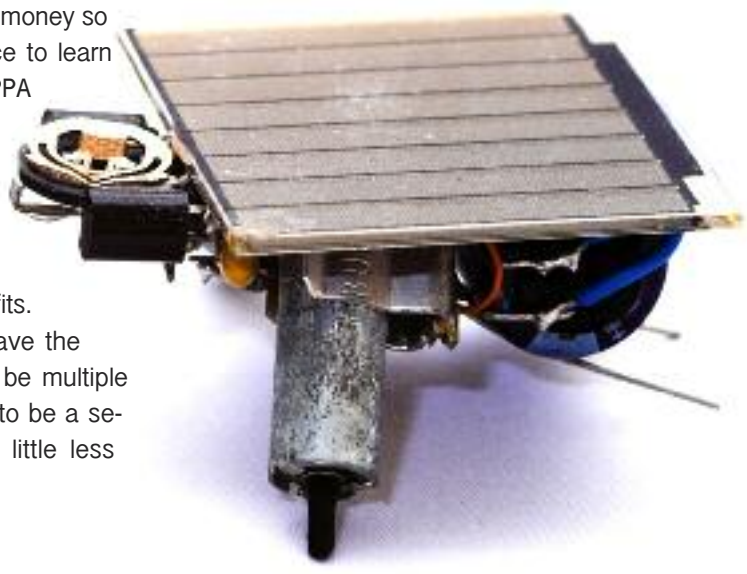
## CONCLUSION

It will take some money to get started but it is really up to you how much to spend. Time is money so if you have the patience to learn to prototype or write a PPA it will take longer. Don't forget that you can partner up with other people who can compliment your skills for a percent of the profits. Think long term and have the mindset that there will be multiple inventions – you want to be a serial inventor. Taking a little less profit on one invention now is easier to take if you have several successes down the road.

Some days I get discouraged and it's not always fun and games. If it were easy, everyone would do it. You need to get help and surround yourself with people who are going to encourage you. Don't quit your day job just yet but keep at it. The more you invent, the more you learn and the easier it gets. You need to get the ideas in front of companies and increase your odds of success. Thomas Edison said, "I have not failed. I've just found 10,000 ways that won't work."

Overall, I would not trade it for the world. Being an Invention Addict is who I am.

*Stephen's web site can be found at http://www.inventionaddict.com*



# THE CHINESE E-ROOM

**Chinese e-commerce is not for the faint-hearted and the unprepared. Many foreign groups that made it big in the West, like Google and eBay, have so far failed to weave similar magic upon the huge Chinese market. Neither have been able to dominate the Chinese Internet community in the same way they that they did in the rest of the world. But there have also been success stories, individuals and companies that have kept an eye on Chinese culture and trends, and who recognised the potential of the burgeoning Internet marketing industry.**

So, what makes China such an attractive market to westerners?

### 50 Million Chinese Learn Online

50 million? Yes, it is a huge figure, but official figures from China show that this is the case - and the number is increasing exponentially, every year. China's state-run network information center, CNNIC, which monitors these stats, also tell us that China has:

- 253 million Internet users
- Over 84% connecting users connecting via Broadband
- 73 million people who access the Internet via mobile phones

Obviously the Chinese are embracing Internet technology at a rate that few in the western world anticipated.

The interest of big investors in online education has made it a new focus for investment in China's education industry. Students in underdeveloped and remote parts of the country are gaining the most from online education, but in addition online universities are now offering working people and students who have failed entrance exams new opportunities.

Assisted largely by the spread of broadband technology the Chinese Ministry of Education has set up 2,027 off-campus learning centers (stations) around China, offering 140 majors in 10 disciplines, and enrolments of more than 1,5 million.

Adult education in China is both dynamic and diverse. Online self-improvement opportunities are being embraced, especially in the technology field.

### Shopping For Information – Online

In 2009, the average Chinese Internet user spent 19 hours a week online. They are looking at online music, news, video, search engines, email and online games. 18,5% are participating in online educational pursuits, and 25% are purchasing online.

The growing willingness of the Chinese to purchase online is a result of more developed and reliable payment and fulfilment systems (now used by 22,5% of Chinese Internet users). Over 63 million Chinese people shop online, and the more reliable the systems become, the more that figure will increase.

It will come as no surprise that the major large cities of Shanghai and Beijing house the lion's share of online shoppers.

There is a massive demand in China for information products (particularly e-Books), and with many professional Chinese being educated in English-speaking countries, they are more than willing to purchase such products online, in English.

# MINEFIELD

text KERRY FINCH

**Online Book Sales in China**

China's young generation is truly into the Internet. They shop online, and one of the hottest things being sold to Chinese Internet users are books.

The brisk sales of books online have been attributed to more public access to the Internet in China and the availability of a wider selection of titles. Internet users spent their money on student teaching material, as well as on management, science and lifestyle titles.

**Problems with hard copy book sales**

On the average, a young buyer in China spends around $US140 annually on books, and the figure would be higher if inherent problems were to be removed:

• Cost and timing of delivery. Usually prices of books sold online are cheaper than those being sold in ordinary brick and mortar outlets. While buying online is perceived to be a money-saving activity, the cost of delivering the purchases to the buyers could turn out to be more than each book's selling price. Delivery times as well can be lengthy, particularly for clients living outside the major cities.

• Lack of confidence in a book's online description. Most Chinese buyers are cautious about making online purchases of items that cannot be reviewed first before buying.

**The E-books solution**

Information marketers are answering these concerns, and, when going about it it the right way, are reaping the benefits. E-books and digital training courses are immensely popular:

• Instant gratification. Online buyers usually buy on impulse and can hardly wait to get their hands on their purchases. The same holds true in the case of book purchases. Impulse buyers dislike the feeling of having to wait for so long before items that they bought reach their doorsteps. Online buyers want to get what they pay for immediately. The sooner that they get their purchases, the more likely they are to go back and purchase some more.

Because of its digital format, the e-Book can satisfy the buyer's need for knowledge and can be delivered online, just as fast as the purchase was made.

• Free delivery. Access to an E-book is immediate after payment. Since delivery is made online, there are no shipping, insurance and other fees to be paid.

• Sneak peek. The electronic format of the E-book makes it easy for the seller to lift interesting portions of the book as a way of enticing an Internet user to purchase the book as well as to provide interested users a chance to determine if a book's contents are what he or she needs. Some online sellers also allow a prospective buyer to take a peek at an E-book's Table of Contents.

Whether the average Chinese online buyer purchases hard copies of books or simply electronic versions thereof, it's clear that there's a thirst for knowledge that needs to be constantly quenched.



## Challenges Balance Opportunities

According to Dr James Chan from Asia Marketing Management, there are three big challenges to selling information products in China:

• Information resources are still under government control;
• The Chinese market is very complex; and
• Piracy.

A word of warning: Before investing a huge amount of marketing money into the Chinese digital information product market, be sure that your sales website, if hosted in the West, can be seen by the Chinese. This can be really difficult to do unless you have a contact there who can check for you. The Chinese government can turn on and off websites they don't approve of and/or all sites hosted by companies that they don't like for whatever reason they choose. You might have a finely targeted marketing campaign on your site, but no-one in China can see it.

However, it is the third point that many Western marketers fear when looking at entering the Chinese arena in any way. They believe that if intellectual property rights were protected in China, that their sales would be worthwhile. However, most fail to recognise that piracy is an international problem, regardless of copyright laws.

Most Internet marketers believe that a well-orchestrated marketing campaign will result in profitable early sales, before the pirates have time to copy the product and get it on the market. Taking the cream of this massive market can be better than none at all – but it is up to the product owners to make such a judgement call.

Before entering this market it should be recognised from the very beginning that pursuing copyright infringers through the courts is outside of the financial resources of the average marketer. For big business, with legal departments, and household name brands to protect, there are obvious benefits to prosecuting trade mark and copyright infringers, but for the rest – there is not a lot to be done.

Dr Chan believes the biggest opportunities for information marketers lie in scientific and business information, database products, and Internet-based commerce. Of particular note are science, engineering and business products, as well as information technologies that help to collect, collate and commercialize them.

## Cultural Subtleties In Online Business In China

Internet marketing specialists in China offer the following basic ideas that foreign businesses should take note of in order to succeed in China:

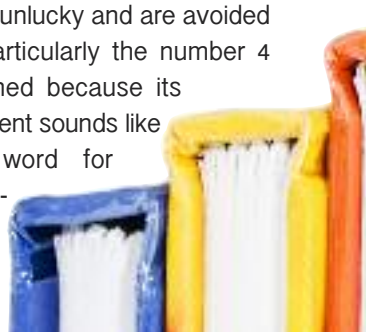
• **Products.** You should offer only premium products that are unique and not easily found in China.

• **Website.** Chinese Internet users are attracted to vibrant and colourful websites that the Western taste may find loud and distracting. What is considered as 'clutter' to you may be visually appealing to your Chinese buyer. A brief comparison of an eBay page hosted in the U.S. and an eBay page hosted in China will show how the latter contains more characters and colour than its US counterpart displays.

• **Colour.** The colour scheme of your website should consider the meaning that Chinese net users put on certain colours. For example, in the West, the colour red represents danger, war and sexuality. In China, the colour red is considered a lucky colour and is associated with joy, wealth, and celebrations. Red also represents the government and authority. Where the West has its red light districts, then China has its yellow districts.

• **Symbols.** Once again, there are differences in the appreciation of symbols that may appear on a website. In the West, the owl represents wisdom and intelligence, but in China, the owl symbolises anxiety, misfortune and crime. The Chinese regard spiders as 'good luck', while in the West they are often feared.

• **Numbers.** When looking at your domain names, it is important to recognise the relevance of certain numbers in Chinese culture – they are important in the daily lives of Chinese. Numbers 4, 13 and 14 are considered unlucky and are avoided at all costs, particularly the number 4 which is shunned because its Chinese equivalent sounds like the Chinese word for 'death'. The Chi-



nese go out of their way to surround themselves with lucky numbers like 6, 8, and 9 and because of this some Chinese Internet entrepreneurs benefited from adopting auspicious numerical combinations in their domain names to attract Chinese Internet users.

### Tweaking Products For China

Should the company modify a product or products for the China market?

In order to answer this question it is vital that you study the market and determine what it is that the prospective client needs and how much he/she is willing to spend to solve that need. If you fail to conduct the proper research in order to answer the question of modification, then your company may suffer the same dismal failure that other foreign companies experienced in China.

It is said that one reason behind Google's lacklustre performance in the Chinese search market has a lot to do with its failure to localise the engineering and decision-making process of the company.

While critics of censorship may attribute a different reason for Google's Chinese problems, most of the major decisions were made back in the Western side of the world where managers and decision makers had no feel or grasp of the needs of the average Chinese consumer.

### Bottom Line

If you go about marketing to the Chinese in China in the right way, the rewards can be great. If you are planning to embrace this market, identifying an in-country expert to smooth the way, someone who knows how to jump through the hoops, would be a wise first step.

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*About the Author:*
*Kerry Finch provides high-level SEO content to Internet marketers around the world. A specialist in article marketing, she researches emerging trends in the Internet marketing world.*

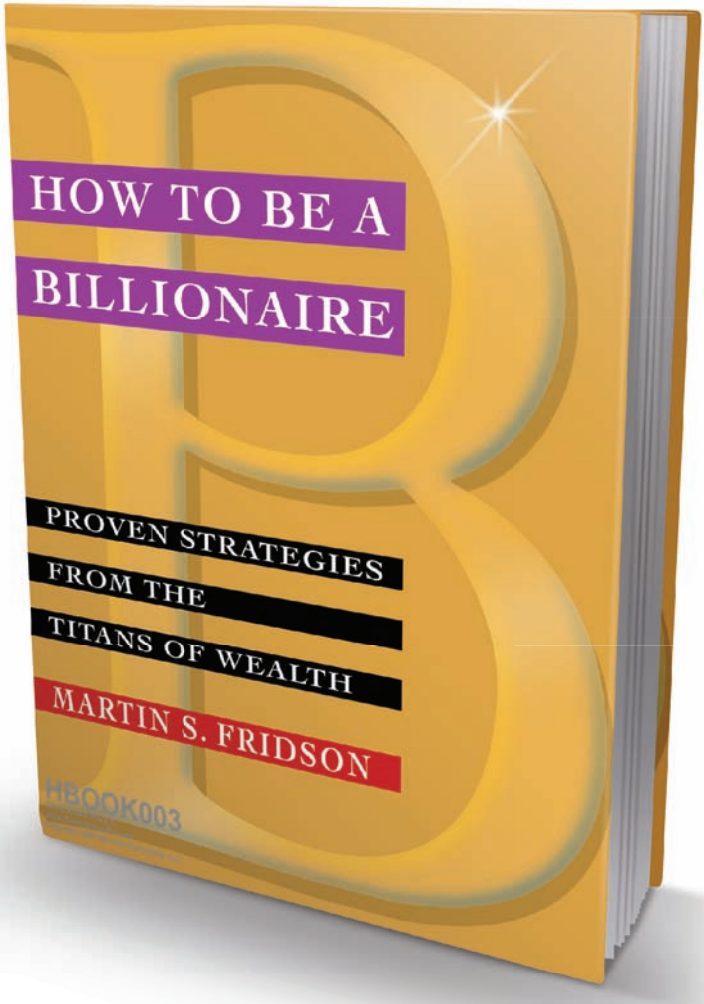
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# Build wealth the Billionaire way.

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**Available wherever books and e-books are sold.**

WILEY
Now you know.

NOTE: THIS PAGE INTENTIONALLY LEFT FULL OF BAD POETRY.

# Social Realism 2010

*when i get high*
*i get high on swedes*
*but not now*
*what would people think?*

*sky's crying bitter-sleet*
*talk to me, volvo*
*no one else will*
*we all hate eachother here*
*soundtrack: rumbling entrails*
*faces frozen in pain on the morning commute*

*work: highly stimulating*
*in same way as punji sticks*
*good use of my time*
*stamp that tps*
*corral those spreadsheets*
*rape that ulcer*
*extinguish those flickers*
*at the end of the other guy's tunnel*

*proles: votes on legs*
*casually fucking in the mud*
*grinding & grinning like hogs on nitrous oxide*
*then pizza smears on their sullen faces*
*orange nicotine fingers*
*what drives them?*
*we shall never know*

*hipsters, hipsters, everywhere*
*yet not a thought to think*
*lumberjacks of irony*
*hearts & minds in sync*
*smart people, best & brightest*
*keep the iphony war going in style*
*who needs vikings anyway?*
*or futures?*

*solve the fuckin' lifepuzzle*
*get your billy chair*
*two point three pets/kids*
*right opinions*
*vodka painkillers*

*watery beer*
*special price*
*2 souls for price of 1*
*lightly used by previous owners*
*whatever*

*all hail banana monarchy*
*pay your taxes and shut the fuck up*
*vote for this guy*
*vote for that guy*
*pepsi or cola*
*it makes a big difference you see*

*reality: she is on the period*
*we: co-dependent tampon*
*stuck in the cooch of social democracy*
*comfortable stunted growth*
*but on the other hand*
*drenched in blood, pus and assorted venereal goo*
*apt metaphor for me & you*

*this is not hell*
*not the other place either*
*this is a joke*
*this is a dream*
*the gods are laughing*
*we are the piss jug of eternity*

*you can't say that!*
*not in sweden!*
*boo!*

*jante kills.*

*A.H.A. is the editor of a hot new magazine which can be found at www.interestingtimesmagazine.com. His hobbies include chasing down typos, protesting against hipsters, and swilling cheap liquor. He has read exactly 1 Bukowski poem in his life.*

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